

N. Y. Dealers Progress On Price Control

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tions" in forcing price-fixing contracts on refrigerators by the time the new 1939 lines are out.

After Samuel Stein of B. Gertz, Inc., president of the association, and Harold Burns, chairman of the organization's refrigeration committee, announced their intention of cleaning up the refrigerator selling situation, Percy Peters of the Brooklyn association lent an air of real possibility to the move by telling members that he had received definite assurance of support in that direction from the radio chain stores.

Mr. Peters said that Max Kassover, president of the Vim chain and spokesman for the chains in the five boroughs, had invited committees from all associations to meet with him to work out details to complete the clean-up in the radio field, and draw up a platform "with teeth in it" for refrigerators. First meeting is set for Sept. 28 in the Hotel St. George, Brooklyn.

"Vim and Davega are now making money in the sale of radios, and they want to do the same thing in refrigerators," Mr. Peters said. He said that Mr. Kassover had assured him that if the associations could get dealers to stop price cutting on refrigerators, they could depend upon the chains stopping it.

Turning on the association's previously voted approval of the Consolidated Edison Co.'s "bargain package" plan, several members denounced the plan as detrimental to their best interests, and expressed the opinion that "the appliance business is killed until Christmas."

Particularly disappointing is the fact that utility sales up to now are not more than two-to-one to dealer sales, so that chances of being compensated by Consolidated Edison for their short mark-up appear quite remote.

Clarence Schimpf, chairman of the association's radio committee, reported that of the reported 102 Feld-Crawford Act violations, only 56 were "vital," the rest being possible errors. Most distributors are co-operating fully now, he said.

Paul Jappe, representative of the association in the Metropolitan League of Appliance Associations, and its secretary, told dealers that that body had formulated plans to crystallize the efforts of the various individual associations, so as to present a strong united front to the trade.

Cincinnati Distributor Charges Invasion

(Concluded from Page 1, Column 3)
year; and the second is for the payment of an infringement claim resulting from an alleged "invasion" of Kelly-Mason territory by Tafel, in selling refrigerators to a Cincinnati dealer.

In the first section of its suit, Kelly-Mason alleges that, prior to April 29, 1938, Tafel entered into a contract with Westinghouse as a general distributor in the Cincinnati territory for household refrigerators, that the contract provided, in the event of a new superseding distributor, for payment of certain contingent expenses and part of warranty reserve, and that any contingent reserve was to be determined by Westinghouse, and that its decision was to be accepted as final.

After Kelly-Mason superseded Tafel as general distributor on April 29, it became entitled to a service reserve determined by Westinghouse to be \$2,992, it is alleged, but defendant has refused to pay.

In its second claim for judgment, Kelly-Mason avers that it was distributor for Westinghouse in the Cincinnati territory while Tafel was in the Louisville area, and that, in violation of a territorial contract with Westinghouse, the defendant "invaded" its territory and on June 12 sold certain refrigerators to the Republic Light Co., a Cincinnati dealer located in Kelly-Mason territory.

Westinghouse, as sole arbitrator in the dispute, has determined that defendant is subject to an infringement claim by plaintiff on these refrigerators, it is averred, and there is due on it \$2,011, but defendant has refused payment.

Officials of N. Y. Electrical Contractors' Association Charged With Fraud

(Concluded from Page 1, Column 5)
John T. Kallenberg, secretary and treasurer, Watson-Flagg; and John G. Livingston, president and treasurer, J. Livingston & Co.

The Fischbach & Moore firm has branches in Albany, N. Y. and Washington, D. C. The Livingston company has branches in Boston, Chicago, and Detroit.

With Mr. Gurfein's consent, all six men were paroled in custody of their lawyers, and each was to appear Sept. 26 before Judge Bohan and give \$5,000 bail. The remaining three, as yet unnamed, were expected to appear at court at the same time to enter pleas and give bail.

The charge alleges that the nine members of the contractors association cheated the City of New York and several privately owned corporations by "rigging" bids on electrical contracts and taking turns in obtaining them.

The particular contracts involved totaled approximately \$10,000,000, and included work in a building of the New York Edison Co., one of the Consolidated Edison Co., the Brooklyn Edison Co., the New York Central Railroad, and several city-owned structures.

CHARGES MADE

The indictment is directly based on alleged frauds in submitting systematic collusive bids on the electrical work. It charges that the nine defendants in March, 1933 conspired to rig bids and prevent free competition on bids connected with new work and remodeling and alterations.

As a result of this conspiracy, it is alleged, there were overcharges of large sums of money to the city and to the private companies.

The defendants "coerced, compelled, influenced, and bribed other persons and corporations" and refrained at other times from making bids so as to permit contracts to go to certain members of the group in turn, it is charged.

The bill was handed up before Mr. Gurfein completed the presentation of evidence to the grand jury, because the statute of limitations was operating against the dates of the alleged violations, it was revealed.

ON PUBLIC JOBS

The grand jury, it was stated, heard testimony in connection with a contract for \$1,600,000 for electrical work on the city-constructed sewage disposal plant on Wards Island, another contract for \$1,000,000 on the new Lincoln Tunnel, another for \$1,000,000 on the city's Independent subway, another for \$1,000,000 on a job for the New York Central Railroad, and several contracts for the various Edison companies amounting to approximately \$6,000,000.

Fischbach & Moore gained the Wards Island sewage plant contract, it was learned, and J. Livingston & Co. secured the Lincoln Tunnel contract.

The nine defendants, it was said, have insisted that their bids were presented honestly, but Mr. Gurfein charged that the evidence shows a conspiracy.

The six men who surrendered were "booked" at the Elizabeth St. police station on bench warrants by detectives from the district attorney's office, but, because they were arrested on misdemeanors, they were not finger-printed at headquarters.

ASSOCIATION EXECUTIVE

Mr. Gurfein announced that Mr. Kalischer is a former member of the executive committee of the National Electrical Contractors Association, frequently mentioned in connection with Mr. Dewey's investigation of the local electrical contractors organization.

The latter, it was said, has been under scrutiny by Mr. Dewey ever since he became a special prosecutor a little more than two years ago.

The indictment charges Mr. Henry with obtaining a contract July 20, 1937 for the Comstock Corp. for the New York Central's job through the railroad company's chief engineer, J. W. Pfau, and alleges that this was an overt act.

Another overt act is charged by

the bill against Mr. Fischbach, on the grounds that in March, 1937 he got the contract for work on Public School 104 in Queens from the Board of Education.

Mr. Livingston, it was noted, had some time ago been arraigned in Special Sessions on information prepared by District Attorney Dewey's office. The charge was that Mr. Livingston had made false entries in the books of his company in connection with certain bids.

Mr. Livingston was released on a plea of not guilty and on nominal bail. His trial has been held until the close of the grand jury's investigation into the alleged racketeering by the nine contractors.

8 New Conditioning Dealers Named By Airtemp

DAYTON, Ohio—Dealers recently appointed by Airtemp, Inc., air-conditioning division of Chrysler Corp., include: Cleveland Engineering Co., Lynchburg, Va.; Friederich Air Conditioning Co., Tiffin, Ohio; Schoolcraft Sheet Metal Works, Niles, Mich.; C. L. Morris Lumber Co., Plymouth, Ind.; C. J. Roberts Engineering Co., Springfield, Mass.; Potter Radio Agency, Sayre, Pa.; W. J. Gillespie, Bowling Green, Ohio; and Sibley Heating & Plumbing Co., South Bend, Ind.

THE COLD CANVASS

By B. T. Umor

(Concluded from Page 1, Column 1)
began to believe he had a fair chance for election, and decided to go after it hell-for-leather. And the dope from Texas business men is that he is no freak at all; rather, he is a sound, solid, substantial business man who should give Texas a fine administration.

Ice to Soapsuds

Jud Sayre, who is currently running all over the map on a fall sales drive for the Bendix Home Laundry, has gone to the ice industry to get a sales training director.

Man he selected to be in charge of retail sales training for Bendix Home Appliances is N. F. Lawler (his nickname is "Shad"). Mr. Lawler was formerly sales manager of National Ice Advertising, Inc., of Detroit.

Reid Joins Reusings' As Sales Supervisor

ASHEVILLE, N. C.—Buzz Reid, former manager of the electrical department of Sterchi Bros.' local branch, has become associated with Reusings', Inc. as supervisor of domestic appliances.

No Damage To Plants In Flood Area

EAST SPRINGFIELD, Mass.—Refrigeration equipment manufacturers in this part of the Connecticut river valley reported no damages as a result of last week's storm and floods.

Westinghouse Electric & Mfg. Co.'s plant here was not damaged by the storm and floods, and has been working as usual, it is reported. No interference with production has been experienced, except that railroad facilities may be somewhat curtailed for a day or so.

At Hartford, Conn., C. T. Bappler, sales manager of Bush Mfg. Co., reports that "the storm and floods made us work hard and long, but didn't hold up production."

Kelvinator Establishes Branch In Birmingham

(Concluded from Page 1, Column 3)
of the distributorship.

A service and parts depot has been opened by Kelvinator at 509 N. 22nd St. under management of Joe Grisom, former service manager for McDavid. Kelvinator district manager in charge of the factory branch is James B. Johnson. An assortment of used stock is being sold under the name of Magic City Appliance Co., managed by E. H. Abernethy.

The company now will concentrate its attention on RCA Victor radios and records, and other appliances.

Refrigerated APPLE STORAGE with A-P Valves

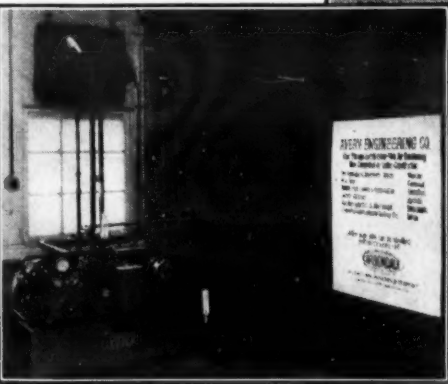
Successful Apple Storage demands constant temperatures, and the most accurate of Control Equipment. Too great a fluctuation means loss of quality and appearance. So, for Apple Storage, as well as for all types of Refrigeration and Air Conditioning, A-P Valves are safest.

Supersensitivity to minute temperature differences — plus easy installation, easy adjustment, and leakproof, service-free efficiency—places A-P Thermostatic Expansion Valves in No. 1 choice with the Installing Engineer, Service Engineer — and your customer, the user.

AUTOMATIC PRODUCTS COMPANY
2450 NORTH THIRTY-SECOND STREET
MILWAUKEE WISCONSIN

Export Department
100 Varick Street, New York City

REFRIGERATION
PARTS JOBBERS
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QUALITY... STOCK
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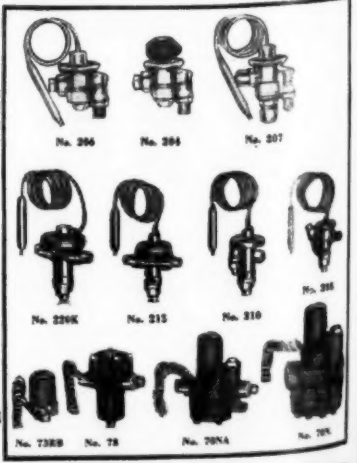
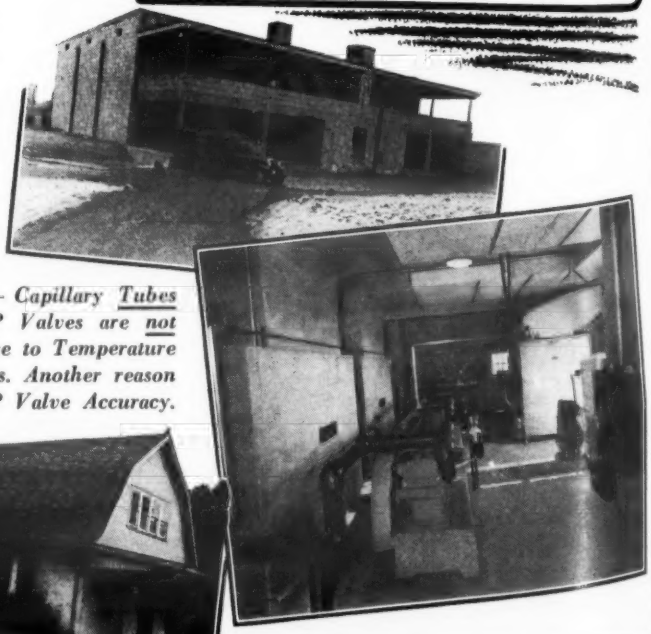
Installations . . .
Modern Apple Storage Plants
Refrigeration Unit . . .
Carbondale
Sold and Installed by . . .
Avery Engineering Company
Cleveland, Ohio
Valves . . .
Purchased Through . . .
The Harry Alter Co.

AIR CONDITIONING AND REFRIGERATION
EVERY ENGINEERING COMPANY
231 CARMICHAEL AVENUE
CLEVELAND
April 26, 1938.

Automatic Products Company,
Union Building
Cleveland, Ohio
Gentlemen: Attention: Mr. Anderson

The picture we furnished you showed a few of our jobs on which we have used Automatic Products valves. We have had good service from these valves and good service from your office and trust that we can continue to do business on a mutually satisfactory basis.

Very truly yours,
EVERY ENGINEERING COMPANY
By *L. T. Anderson*
President
LTA:LE



DEPENDABLE

THE BYWORD FOR A-P VALVES

Air Conditioning & Refrigeration News

The Newspaper of the Industry

Trade Mark Registered U. S. Patent Office. Established 1926 as Electric Refrigeration News
Member Audit Bureau of Circulations. Member Associated Business Papers.

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THE COLD CANVASS

By B. T. Umor

Looks the Part

Westinghouse has a new director of home economics who looks, talks, and acts like the director of home economics for a great corporation should look, talk, and act.

Her name is Mrs. Julia Kiene, and she came out of Kansas, where she graced the Capper publications.

Take it from Old B. T. U., Mrs. Kiene could have a stage and screen career, as a sophisticated mother of the Irene Rich type, if she chose.

Pansy Pictorial

"Sam" Vining, probably the best known showman in the appliance industry, has two new hobbies: a high school boy he has taken into his home, and miniature photography.

Out of Sam's first 300 snapshots, a study of a pansy was the only one which turned out well.

But after watching him with his new "son," we'll wager plenty that this exposure turns out 100% on the first try.

Collar-Ad Designer

Not all the handsome men in Los Angeles work for the flicker companies. One of the town's best lookers, William Cover of the George Belsey Co., is head of the G-E Kitchen Planning Department for Belsey.

Recently one of his designs won first prize in a contest sponsored by "Better Homes and Gardens" magazine.

There were 32,771 entries.

Lip Stick Lawyers

According to Mark O'Dea in Sept. 22 Printers' Ink, the cosmetic industry was built by brilliant women, but today it is being run by lawyers. So many laws have been passed to regulate cosmetics that now only the lawyers know what to do—and they aren't sure.

Modern New York

An advertisement in Town & Country (September, 1938) asserts that "400 Park Avenue is the only air-conditioned apartment building in New York's central residential zone."

Somewhere we noticed an announcement that the New York World's Fair will have twice as much air conditioning as Chicago's Century of Progress (held 5 years ago).

The big city sure sets a dizzy pace when it comes to adopting new inventions.

Problem In Summer Cooling

Trying to beat the summer heat brought problems aplenty to Ray Maul, an Independence, Mo., carpenter.

Bothered by the blazing sun, he bought himself a cardboard sun helmet. Then a friend told him he could lower the temperature 20° if he painted the outside of the helmet with aluminum paint. So he did.

Another friend told him that painting the inside of the helmet green would make the hat just "twice as cool." So he painted the inside green.

Now there's only one trouble with the hat, says Maul—he can't risk wearing it when the temperature goes under 80. The aluminum paint would lower that to 60° and the green paint would cut that to 30—2° below freezing.

He's afraid he'll get his ears frosted.

Uniform Safety Aids Advocated at Fire Chiefs' Meeting

NEW ORLEANS—Use of uniform safety devices in the selection of equipment was advocated by L. Logan Lewis, vice president of Carrier Corp., speaking before the International Association of Fire Chiefs in convention here, as the surest provisions for public safety in fire control for air-conditioning systems.

Mr. Lewis said that in installing an air-conditioning system "there is

Chimney Sweep's Comeback?

NEW ORLEANS—Return of the chimney sweep in the modern role of a service man for the air-conditioning industry was predicted by L. Logan Lewis, chief engineer of Carrier Corp., in his address before the International Association of Fire Chiefs.

In discussing the necessity for clean ductwork in air-conditioning systems as a means for fire control, Mr. Lewis said:

"Air-conditioning people are regularly receiving an increased number of requests from owners of systems for the names of people who have developed the art of cleaning duct systems. Such people are gradually springing up and developing skill and technique and it is not unexpected that the chimney sweep will soon come back into his own."

ample opportunity to choose safe equipment.

"It is generally true that those manufacturers and contractors who have the interests of public safety in mind, do apply non-combustible materials and safe filters in spite of the fact that inflammable materials are cheaper.

"The difference in cost of the two
(Concluded on Page 16, Column 3)

TVA's Constitutionality Before Supreme Court

WASHINGTON, D. C.—Tennessee Electric Power Co. and 15 other utility companies have filed with the U. S. Supreme Court a joint brief assailing the right of the federal government to engage in the generation and sale of electric power in competition with private industry, and charging the government with misrepresenting the intent and purpose of the Tennessee Valley Authority Act.

Action by the utility companies makes possible the first direct test before the Supreme Court of the constitutionality of the TVA's competitive power program.

In their brief, the companies maintain that "it is plain on the face of the act" that power development is an independent, if not the primary, purpose of the TVA legislation, and that the government is attempting
(Concluded on Page 2, Column 4)

Program of Servicemen's Convention Outlined

BUFFALO—Papers and discussions of practical significance to the refrigeration service man will be a feature of the fifth annual convention of the Refrigeration Service Engineers' Society, to be held here Nov. 2 to 4.

In arranging the educational program for this year's meeting, topics of a technical nature have been passed over in favor of practical problems, somewhat of a departure from the trend of other years.

A varied program of educational sessions, trips, contests, and enter-
(Concluded on Page 11, Column 3)

Holiday Drive Plans Are Tops In G-E History

Advertising Will Aim To Get Husband's Ear On Appliance Gift

NEW YORK CITY—Anticipating a decided pick-up in major appliance purchases during this year's Christmas season, General Electric Co. on Sept. 26 launched what is heralded as the greatest holiday drive for electrical appliance sales in its history, aimed at the "sentimental person with a practical side."

District sales offices and distributor organizations at more than a hundred points throughout the country were tied into a telephone network to hear a description of the campaign from Charles E. Wilson, executive vice president; Ralph J. Cordner, manager of the appliance and merchandise department; Carl Snyder, appliance sales manager; and C. H. Lang, advertising manager.

On the same day, broadsides carrying further details of the drive were mailed to distributor principals, who according to the schedule laid down were to proceed immediately with
(Concluded on Page 2, Column 1)

Air-Conditioned Jail Gets 'Bums' Rush

WAUKESHA, Wis.—The word's out among the knights of the highway all through this region that Waukesha's the place to spend your leisure time—its jail is equipped with a complete new air-conditioning system.

Deputy sheriffs, long accustomed to hustling hoboes into the old section of the county jail, were scarcely prepared for the rush when the new addition was opened recently. Apparently the vagrants' grapevine had obtained and spread an advance tip on the new improvements.

Milwaukee Union Changes Tactics, Agrees To Flexible Trade-In Plan After Dealers Protest

MILWAUKEE—In a reversal of the "strong-arm" tactics which have marked its past attempts to clean up the Milwaukee electrical appliance retailing situation, the Household Furniture Sales and Service Men's Union here has agreed to drop its announced plan for an Appliance Exchange Bureau in favor of a flexible scale of trade-in allowances on certain major appliances that may have a re-sale value.

Operation of the proposed bureau, dealers had protested, would make conduct of a retail appliance merchandising business cumbersome, and might operate to restrain trade. Expense of financing the bureau also would work a hardship upon dealers, they complained.

Union officials had suggested the central bureau as an instrument to bring all appliance retailing, both of major units and plug-in items, under the union contract agreement prohibiting excessive trade-in allowances, that in the past had played a large part in demoralizing the industry here.

Both union and dealers agreed that the inflexible schedule of trade-in allowances, in effect since March 10, killed many sales in which the appliance offered as a trade-in was obviously worth more than the allowance permitted, since frequently it had been purchased only recently and was good for several years' additional service.

The union proposed the central bureau as an answer to the problem,

Butzloff To Direct Refrigerator Sales For Westinghouse

MANSFIELD, Ohio—Appointment of H. M. Butzloff as sales manager of the household refrigeration department has just been announced by R. C. Cosgrove, manager of that department for the Westinghouse Electric & Mfg. Co.

Mr. Cosgrove's announcement stated that Mr. Butzloff would maintain offices at the company's merchandising division headquarters here.

At the same time he announced the appointment of the new sales manager, Mr. Cosgrove also announced the appointment of two refrigeration regional supervisors. H. F. MacGrath, who has been in the household refrigeration department for the past year, has been named eastern regional supervisor, and George Meilinger has been appointed western regional supervisor.

The newly appointed sales manager was formerly household refrigeration supervisor of the northwestern district and was located at the Westinghouse district office in Chicago. He has been connected with
(Concluded on Page 16, Column 5)

Tecumseh Now Producing Line of Hermetics

TECUMSEH, Mich. — Tecumseh Products Co. is now in production on hermetically sealed condensing units in 1/4, 1/2, and 3/4-hp. sizes for household or light commercial refrigeration use, F. K. Smith, sales manager of the company's refrigeration division, announced last week.

Within about 60 days Tecumseh will release for production a twin-cylinder sealed unit of the same type in 1/4 and 1/2-hp. sizes, Mr. Smith stated.

By Jan. 1, 1939, said Mr. Smith, Tecumseh will be in production on 1, 1 1/2, 2, and 3-hp. V-type condensing units in both air and water-cooled models.

The compressor in the new hermetically sealed models is of the
(Concluded on Page 16, Column 5)

Dealers Trying Trade-In Book In Philadelphia

Advertising In Newspapers Puts Spotlight on Plan; Early Results Good

PHILADELPHIA—Members of the Electrical Association of Philadelphia are experimenting with a book giving a schedule of trade-in values as a means of solving the trade-in situation on electric refrigerators, reports George R. Conover, the association's managing director.

Advertising has appeared in metropolitan newspapers, suggesting to refrigerator owners that they trade in their present units for new models, and mentioning the book as an appraisal basis.

Whether or not the move will prove advantageous to dealers as a whole can only be determined after it has been given a longer trial, Mr. Conover says. Present indications, however, are favorable.

Several fair trade practice agreements are now in effect on electric refrigeration, and for the most part have proved highly successful, it is reported. Enforcement of retail prices in the main has been rigid, with many dealers being warned and some even losing their retail franchises because of disregard of distributors' instructions not to cut list prices.

The association is now making an attempt to have all distributors operate under price maintenance agreements, Mr. Conover reports.

Brooklyn Dealers Map Stricter Enforcement Of Price Agreements

BROOKLYN—Independent dealers, and not the large chain stores, are responsible for most of the price-cutting now existing in the local radio retailing field, members of the Electrical Appliance Dealers Association of Brooklyn, Inc. were told at their first meeting of the fall season last week.

Percy Peters, chairman of the association's Feld-Crawford fair trade act committee, surprised those present with the statement that no price-cutting violations had been found on the part of large chain or department
(Concluded on Page 2, Column 3)

Kelvinator Branch Drops Retailing In Washington

BALTIMORE—In a reorganization of the activities of the Baltimore-Washington, D. C. factory branch of the Kelvinator division of Nash-Kelvinator Corp., effective Oct. 1, the organization is withdrawing from the retail appliance selling field, and in the future will center its operations on wholesale activities only.

Heretofore the company has been engaged in both retail and wholesale activity. In announcing its
(Concluded on Page 16, Column 2)

Parts Makers' Group Directors To Meet

CHICAGO—Members of the board of directors of Refrigeration Supplies and Parts Manufacturers' Association will meet at 9 a.m. Thursday, Oct. 6, in suite 440 of the Morrison hotel here to discuss plans for the First All-Industry Exhibition, Jan. 16 to 19, 1939, and to make arrangements for their annual meeting, to be held in connection with the event.

G-E Plans Holiday Appliance Drive

(Concluded from Page 1, Column 3)
dealer meetings in their territory.

On the "sentimental" side, General Electric is going to whisper into more than 33 million predominantly male ears its formula for satisfactory Christmas giving—a flower for sentiment and an electrical appliance for practical satisfaction.

The "whispering" will be achieved through four-color spreads, single and double pages, in 10 national magazines, and will be preceded by an extensive trade magazine campaign directed at dealers.

National magazine schedule, beginning Nov. 11 in Esquire, also includes the following publications: Country Gentleman, American, Good Housekeeping, American Home, Saturday Evening Post, Collier's, This Week, Liberty, and American Weekly. Continuing the sentimental figure, it is estimated that there will be 15 impressions for "every beat of your heart." Total consumer circulation will be 33,524,000.

Products to be featured particularly in the Christmas tie-up include refrigerators, ranges, electric sinks, radios, washers, ironers, vacuum cleaners, electric blankets, clocks, sunlamps, toasters, irons, mixers, waffle irons, and coffee makers.

The appliances will be featured in color, and will be shown in dealers' stores, with copy and art work hammering home the theme, "For a Sentimental Person With a Practical Side." There is nothing sentimental about the merchandising angle of the drive, however, and the trade advertising, with the slogan that "General Electric Means Business," drives home the fact that a doubtful year can be wound up in a blaze of sales.

Special broadsides and literature have been prepared for department store participation. Special displays, recommendations for local newspaper advertising by dealers, and jumbo tags bearing the theme line are some of the features of the campaign.

Since the products range from an electric clock or iron to a complete electric kitchen, General Electric Contracts Corp. is cooperating with special financing plans.

New Appliance Dealership Opened in Kenosha, Wis.

KENOSHA, Wis.—The Gateway Appliance Co. has been established with a store at 518 56th St. here by Floyd R. Shinn and Clarence G. Veleke, to handle Frigidaire household appliances, Philco radios, and Chambers gas ranges.

Joins Westinghouse



MRS. JULIA WOLCOTT KIENE

Mrs. Kiene Appointed Westinghouse Home Economics Head

MANSFIELD, Ohio—Appointment of Mrs. Julia Wolcott Kiene, for the past 12 years home editor, special writer, and consultant for Capper's Farmer magazine, as director of the home economics section of Westinghouse Electric & Mfg. Co. has been announced by Irving W. Clark, manager of the company's home planning department.

First director of the home economics section since its reorganization, Mrs. Kiene, in addition to her regular duties, will supervise all equipment and recipe testing and field representative work and will act as food consultant. She will maintain an office at Westinghouse's merchandising division headquarters here.

Mrs. Kiene has a background of years of practical experience and supervisory work not only in the field of home economics but in the allied fields of food preparation and equipment, decorating, and demonstration work, as well as an author and lecturer.

After receiving her B. S. degree from Kansas State College, she taught home economics in the Oshkosh, Wis. high schools previous to her marriage. Following five years on a farm, Mrs. Kiene became a home demonstration agent, and after five years of this type of work joined the Jenny Wren Flour Co. as director of home economics.

During her association with the Capper publications, Mrs. Kiene was the author of a large number of cook books, articles, syndicated features, and other treatments of home economics, home decorating, and home planning arts and activities.

Dealers' Aid Asked On Price Control

(Concluded from Page 1, Column 5)
stores; but that, on the other hand, some 200 violations had been reported among the smaller dealers since the contracts have been in force.

Although he had threatened previously to announce names of price law violators at the meeting, Mr. Peters said that conditions have cleared up so much during the past 30 days that he thought it inadvisable to mention any names at present.

Combined cooperation of the two large chain radio outlets, Vim and Davega, had been obtained at a luncheon meeting the same day as the dealer meeting, Mr. Peters announced.

Turning to the matter of price law violation comparisons between the large outlets and independent retailers, Mr. Peters appealed again to dealers for their support in cleaning up the radio situation.

"You are the fellows who asked for the cleaning-up movement," he said, "and you are the ones who are going to break it down. Despite the fact that the chains are not doing the business they did previously, they are making more money."

At the meeting with the chain and department store leaders, at which various dealer associations in the New York metropolitan area were represented, a platform "with teeth in it" had been formulated for inclusion in radio contracts between distributors and dealers, as follows:

1. Jobbers are not to sell to discount houses.
 2. Jobbers are to remove from their distribution those dealers who have proved to be price violators.
- "Proved to be" violators does not mean just getting a definite invoice as to cutting of prices; stores of suspected dealers should be shopped by an impartial shopper, and his report passed upon by the dealer committee. The committee will recommend proper action to the distributor. If he fails to act, the committee will do so.

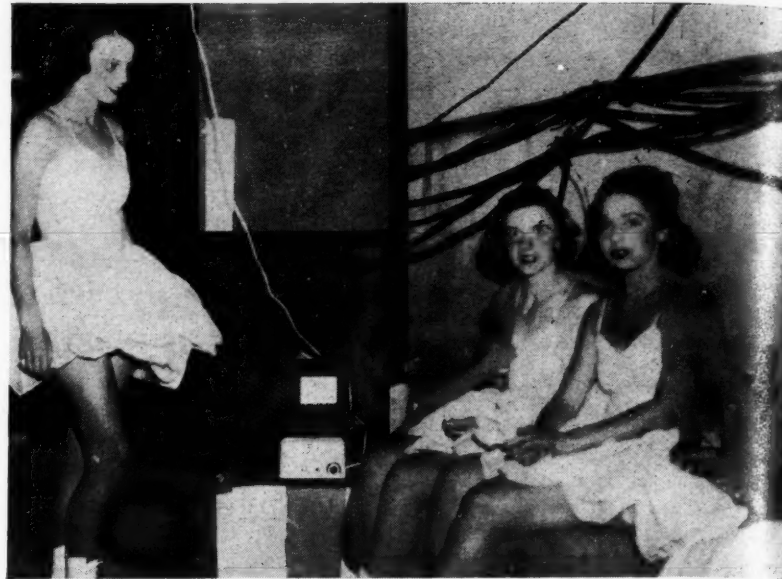
N. Y. Distributor Charges Price Violation In Suit

NEW YORK CITY—Violation of a price-maintenance agreement entered into last May is charged in a suit filed in Supreme Court here by Colen-Gruhn Co. against Thor Radio Co., Inc. Colen-Gruhn is distributor for Zenith radio products in the New York metropolitan territory.

Following complaints from various dealers that prices on radios were being cut, Colen-Gruhn started an investigation which disclosed that Thor Radio Co., in one particular instance, had cut the price on a Zenith model below that stipulated in the contract between distributor and dealer, it is alleged.

Notice of motion and summons and complaint were thereupon filed, seeking a permanent injunction enjoining the Thor firm from breaching its contract with Colen-Gruhn, the notice of motion also asking for a preliminary injunction enjoining Thor from cutting prices on any Zenith model, pending litigation.

Electric Blankets Keep Ballet Skaters Warm



General Electric publicizes its electric blanket, ostensibly designed to cover a sleeper and keep him comfortable, by having it used during intermissions by the very wide-awake members of the skating ballet at Lake Placid's big indoor ice carnival.

16 Utilities Appeal To Supreme Court on TVA Production of Power

(Concluded from Page 1, Column 2)
to promote "the unconstitutional objective of a power development in the guise of exercising a constitutional power."

The Supreme Court is asked to pass upon two questions:

1. Whether the electricity being generated by the TVA is produced under constitutional authority.
2. Whether the method of distribution used by the TVA is a constitutional exercise of the power to dispose of property.

"No realistic reading of the TVA Act, no realistic examination of the TVA unified plan, can result in any other conclusion than that the deliberate and purposeful creation of a great power project is the primary end and purpose sought to be achieved," the brief states.

"If it is possible for the government to hinge an unlawful activity upon a lawful one," it continues, "the federal power may be indefinitely extended by a chain of progressive inferences which have lost all relation to the principal fact . . . with consequent destruction of all constitutional limitations."

The court is asked to overrule the ruling of the U. S. Court for the Eastern District of Tennessee, which denied a petition of the utilities to enjoin the TVA.

Field, Kramer To Address Philadelphia A.S.R.E.

PHILADELPHIA — A talk on "Turbulence Structures and Their Effect on Heat Transfer Surfaces" by Israel Kramer, vice president of Trenton Auto Radiator Works, and an address by Crosby Field, president of American Society of Refrigeration Engineers, will highlight the meeting of the Philadelphia section of the A.S.R.E., to be held at 6:30 p.m. Friday, Oct. 7, in the Architects building here.

David L. Fiske, national secretary of the society, will introduce Mr. Field. Prof. B. H. Jennings of Lehigh university will review the first three chapters of the A.S.R.E. Data Book, and Miss Helen H. Pepper, managing editor of Refrigeration Engineering magazine, also will speak at the meeting.

A. F. Saunders is chairman of the Philadelphia section; H. N. Roberts is vice chairman; and Lee C. Leslie is secretary-treasurer.

Westinghouse Fair Bldg. Plans Are Described

NEW YORK CITY—Plans for Westinghouse Electric & Mfg. Co.'s building at the New York World's Fair in 1939 were revealed by David S. Youngholm, vice president of the company and chairman of its World's Fair committee, at a meeting of 150 scientists, engineers, industrialists, and others in the Fair's Terrace club.

The building will be in the general shape of a horseshoe, with the two "prongs" being the halls of Power and of Electrical Living. In the Hall of Power, the company plans to show the transmission of power and working applications to the several industry groups, in colorful and animated display.

In the Hall of Electrical Living, old drudgery methods will be contrasted with the new and happier way of electrical living. Leading from the two halls will be electric stairways to the circular part of the horseshoe on the upper level, where the company will show the connecting links making possible these improvements to human welfare. This will take the visitor through research, public and industry relations, and distribution.

On this level, in the rear, will be an auditorium where various entertaining and instructive programs will be presented. Immediately above will be lounge rooms and a terrace overlooking the Fair grounds.

On the ground level, in the open area under the circular part of the building, will be located the electrical equipment necessary for the operation of the exhibit, in addition to some manufacturing operations.

Floor area of the entire exhibit comprises some 46,000 sq. ft. In the court will be the tower of light and fountains, 115 feet high, which Mr. Youngholm said will play a "synchronous symphony of color, sound, and water." The 5,000-year Time Capsule is buried in front of the center court.

Young Manages Electric Invisible Kitchen Sales

CHICAGO—R. L. Young has been appointed sales and advertising manager of Electric Invisible Kitchen Co. Mr. Young, who left the vice presidency of the Albert Kircher Co. to assume his new duties, has been identified with the advertising field for the past 15 years, principally in a merchandising capacity.

His experience covers both electric and ice refrigeration merchandising, and includes considerable work in sales development and personnel training.

You'll sell more Copelands



Because they're built right—super-featured for quick sale, super-powered for performance. Because they're priced right—giving you the great advantage of low cost, low down payment, easier terms.

Write TODAY for facts

Copeland Refrigeration Corporation
Sidney, Ohio

ASK ABOUT COPELAND'S COMMERCIAL REFRIGERATION AND COPELAND WATER COOLERS

PRESTO ICE TRAY
HAS WHAT IT TAKES

ICE CUBES INSTANTLY
ONE OR A DOZEN AS (AND WHEN) YOU NEED THEM

There is no doubt about it—the greatest need for ice cubes is on those frequent daily occasions when one, two, or three persons want a few ice cubes in a hurry. And only Presto Tray with Rubber Grid has what it takes to give one or a dozen cubes instantly, full-sized, cold and dry, without disturbing the others. No fuss! No bother! No waste!

In less time than it takes to tell, your salesman can demonstrate conclusively how only the Magic Finish Presto Tray with Rubber Grid gives all the advantages of a fast-freezing metal tray plus all the conveniences of a rubber grid.

If you have not already done so—be sure and insist that your new refrigerator come factory-equipped with Magic Finish Presto Ice Trays.

INLAND MANUFACTURING DIVISION
General Motors Corporation Dayton, Ohio

DEHYDRATED AND SEALED

LINDERME
SEAMLESS Copper TUBING
TUBE COMPANY
CLEVELAND OHIO, U.S.A.

Dress Manufacturer Finds Double Value In Plant Conditioning

FORT WAYNE, Ind.—Employee efficiency has been increased to a marked degree by the installation of a well-water air-cooling system in the dress manufacturing plant of Pollak Bros., Inc. here.

The system serves the third and fourth floor work rooms, where an average of 250 women are employed per floor, and where temperatures often exceeded 96° during summer weather.

Since the air-conditioning system has been in operation, the owners report greatly increased production at practically no increase in cost, less time lost through illness, and almost total elimination of flying particles of cloth and dust.

Installed at a cost of \$12,000, the system has an operating cost of approximately \$50 per month. Cooling coils located in the basement of the building are supplied with 55° well water by a 15-hp. pump. The conditioned air is carried to the floors above by a fan of the same capacity.

After the water is used in the cooling coils it is sprayed on the roof of the building, to effect a further reduction in the cooling load.

Control of the system is by means of thermostats located on the two floors. In operation, the system is said to have produced an average drop of 15° from outdoor temperature.

Marathon Golfer Takes To Air For Trane

LOS ANGELES—Rivaling the "colossal" promotions of the motion picture industry is the flight of J. Smith Ferbee, "marathon golfer," who left here Sept. 25 in a 14-passenger air-conditioned transport plane, on a flying-golfing marathon to New York City.

Sponsored by the Trane Co. of La Crosse, Wis., who supplied special air-cooling equipment for the giant plane, Mr. Ferbee crossed the country in four days, playing 72 holes of golf in each of eight cities en route.

The "golf stopovers" were Los Angeles, Phoenix, Kansas City, St. Louis, Milwaukee, Chicago, Philadelphia, and New York City.

Mr. Ferbee, Chicago broker, recently gained national prominence by playing 144 holes of golf at the Olympia Fields course in Chicago between dawn and dusk, thereby winning a clear title to a Virginia plantation, said to be valued at \$30,000.

Autographed golf ball souvenirs were given away at the "stopover" cities, and 10 "golden" balls will be redeemed by Trane branch offices for \$100 each. Thousands of toy airplanes are given to children.

Purpose of the promotion was to interest architects, engineers, contractors, and the public in the use of Trane products in air-conditioning systems.

The special 14-passenger air-conditioned sleeper airplane was designated "The Trane of the Air."

2 Texas Restaurants Have Simplified Conditioning

BEAUMONT, Tex.—Two restaurant air-conditioning jobs notable for their beauty and simplicity of installation have recently been completed by Warren Refrigerator Co., using Fedders all-season conditioning units.

The model 723-HL all-season conditioner, with five-row coil, serving in the Moncla Delicatessen here has been installed in the office of the establishment, located at the rear. Because of its low noise level, the equipment can be used here without disturbance to office occupants.

In another installation in the Enterprise Cafe, the model 1152-HL all-season unit is located in the balcony, with ductwork leading from that point along one wall of the restaurant. The unit is equipped with a six-row direct-expansion coil. Fedders new refrigerant distributor provides counterflow of refrigerants, and permits use of one large valve in the system. A 15-hp. condensing unit is used in the job.

Success of Apartment Leads To More Cooling

BIRMINGHAM, Ala.—Air conditioning has recently been installed in the offices of J. Warren Leach & Co. here, operators of the first air-conditioned apartment house in Birmingham, which was built in 1936.

J. Warren Leach, president of the company, reports that his office staff was able to turn out more work this summer, and that the 5-ton Airtemp system proved to be a drawing card for prospective tenants and purchasers of real estate.

A feature of the new office is a model of the air-conditioned apartment house, built at a cost of \$350. The model is said to contain 385,000 carvings and markings.

The apartment house itself has shown a 7½% return on the investment since its construction. Air-conditioned apartments in the building rent from \$10 to \$15 more per month than similar apartments in the neighborhood not equipped.

Surgical Bldg. of Massachusetts Hospital Will Be Conditioned; Filters To Stop Spread of Disease

BOSTON—One of the most complete air-conditioning systems ever designed is now under construction in the George Robert White House, new surgical building of the Massachusetts General Hospital. Designed by Coolidge, Shepley, Bulfinch & Abbott, architects, the building will be air conditioned according to a layout made by Hollis French, consulting engineer.

Twelve operating suites will be air conditioned to provide the most satisfactory conditions for both surgeons and patients.

When the operating rooms are in use 100% fresh air will be used. During the time the rooms are being prepared for an operation, bypass dampers will permit recirculation of air for the sake of economy.

Air handling equipment which serves the operating rooms has been designed to provide 12 changes of air each hour, and two filters are

used in cleaning the air before it is distributed.

The air first passes through automatic, self-cleaning filters, then through a water spray, where it is washed, and finally through a removable filter attached to each outlet.

When patients afflicted with contagious diseases are in the operating room additional filters will be used on exhaust grilles. This eliminates the possibility of air-borne impurities entering the room or of bacteria lodging in the return ducts.

Equal precaution has been taken with atmospheric conditions. It having been determined that a temperature of 80° F. and a relative humidity of 55% were desirable for operating rooms, these conditions will be automatically maintained, winter and summer, by accurate controls.

Five central station air-washers

will be used, each caring for a certain zone. Water temperature will be regulated by means of two 50-ton Freon refrigerating compressors in the summer, and by heat from a central steam system in winter.

No radiation has been used for heating the new building, and all outlets for conditioned air will be located directly over the lighting fixtures.

'Desert Cooler' Operating On Sidewalk Makes Sales

DALLAS, Tex.—Sale of Kooler-Aire "desert coolers" by the Dallas Appliance Co. here was stimulated during recent hot weather by a display unit placed on the sidewalk in front of the store.

H. A. Dubey, manager of the company, reports that people passing by were attracted by the cool breeze coming from the unit, which was in full operation.

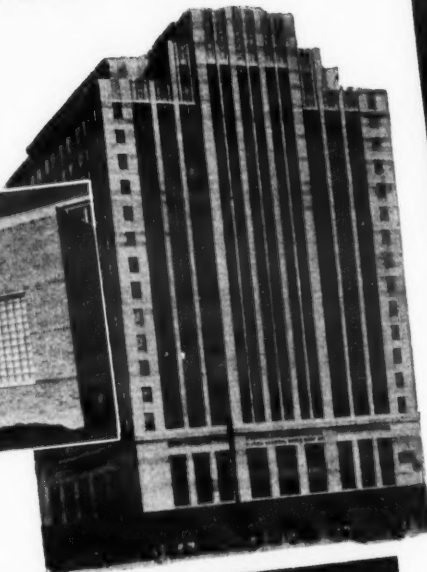
Many pedestrians who examined the device became interested and purchased Kooler-Aire units, Mr. Dubey reports.

IN BIG INSTALLATIONS...



(Left) Stuart Building, Lincoln, Nebraska. "Freon" refrigeration for air conditioning by Airtemp.

(Right) Florida National Bank Building, Miami. George A. Fuller Co., consulting engineers, architects. Massena & Du Pont, consulting engineers. "Freon" refrigeration for air conditioning by Pennsylvania Engineering Co.



(Above) Owens-Illinois Glass Co., Pacific Coast offices, San Francisco. Engineered installation by Edward B. Ward Co. "Freon" refrigeration for air conditioning by Westinghouse.

AND IN SMALL ONES TOO...



(Above) Black's Tea Room, one of a number of stores and offices air conditioned in the Palmer Building, Atlanta, by Advanced Engineering, Inc. Newcomb & Boyd, consulting engineers. "Freon" refrigerant in Delco-Frigidaire equipment.



(Below) W. A. Moncrief residence, Ft. Worth. "Freon" refrigerant used in General Electric equipment installed by the Shield Co.



(Above) Busy Bee Candy Store, St. Louis, Missouri. "Freon" refrigeration for air conditioning by the Frick Co., Inc.

IT'S FREON*

refrigerants for safe air cooling!

IT'S NATURAL INDEED that leading refrigeration engineers should specify "Freon" refrigerants so regularly. For "Freon" refrigerants are leaders in safe air cooling.

"Freon" refrigerants have all the qualities that are desired for air conditioning and commercial and household refrigeration, and they

are widely used for these purposes. They have been tested by the United States Bureau of Mines, and meet all the specifications for safety set by the Underwriters' Laboratories of Chicago.

Be sure you specify "Freon" safe refrigerants in your next installation.



FREON

REG. U. S. PAT. OFF.

safe refrigerants

"Freon" is Kinetic's registered trade-mark for its fluorine refrigerants

KINETIC CHEMICALS INCORPORATED
TENTH & MARKET STREETS
WILMINGTON, DELAWARE

Profitable Sales Ideas

Working Model Brings Success To One Water-Heater Salesman; Another Offers Special Story To Commercial Prospects

NEW YORK CITY—An actual working model of an electric water heater, which can be operated in the prospect's home, has been the difference between disheartening failure and astounding success in the career of Richard B. Thompson of the Lansdowne office of the Philadelphia Electric Co., one of the winners in August in the cash award contest being sponsored among water heater salesmen by the National Electric Water Heating Council of the Modern Kitchen Bureau.

"Because I was hitting a sad .137 in the electric water heater campaign I had almost forgotten the little woman—and it was the old wedding anniversary again," relates Salesman Thompson.

'SAY IT WITH FLOWERS'

"Things looked pretty blue, but I ordered the orchids and hoped they'd get home before me. Then as I walked out of the florist's still worrying about my .137 the idea struck me.

"There were a lot of signs in there telling the public to 'Say It With Flowers.' But couldn't I still whisper my sentiments to the good wife? I reasoned. Sure I could; I'd done it lots of times—but somehow it wasn't enough now. This time I wanted to impress her. Yes, that seemed to be a good slogan. Why wouldn't it work with Electric Water Heaters?

"It would. And did.

MODEL GETS A TOUGH ONE

"A week later I stood on the doorstep of one of my oldest and toughest prospects. In all my experience with him that man knew only one answer. No! Yet he had the qualifications of a good prospect; the need for my product and the ability to pay for it. However, he had long lived a good prospect and I was afraid he would die a prospect.

"In my hand was an exact copy of a well known electric water heater, weighing only 8 lbs. empty. I had it constructed at a very nomi-

nal cost so that it could be plugged into the regular house current. It could be filled at the faucet and drawn off from a cock at the bottom—heated to a 100° rise in seven minutes.

"Mr. Prospect had his hat and coat on, ready to go out, but when he saw my model electric water heater he agreed to give me a few minutes to demonstrate it.

"Forty minutes later I came out with two orders for new electric water heaters. One from Mr. Prospect and one from a neighbor he had called in to watch the demonstration.

WHY IT DOES THE TRICK

"Suffice it to say that in that campaign and every one since, I have gone at least 40% over quota. My model, which can be turned out by any first class metal-working establishment in a short time, was the best financial investment I ever made. And as an aid in making sales easier and quicker, its value is beyond estimation.

"But to give you my summation after a year of successfully facing the problem of increasing electric water heater sales:

"First—There are a great percentage of people who find it impossible to visualize a product and the service it will bring them, through the oral descriptions of a salesman or through sales literature. An example of this is the fact that the battle is usually won when an automobile salesman gets his prospect behind the wheel.

"Unfortunately, it is impracticable to demonstrate a standard electric water heater in the home, but with my model I overcome that obstacle and actually get my prospect behind the wheel.

IMMUNE TO SALES TALKS

"Next—Nearly all of us have become immune to sales talks, whether oral or written, through constant exposure to them in an ultra-commercial age. It takes something different to penetrate; to impress.

So for these reasons, to sell these prospects, a totally different approach to their interests is necessary.

"You must 'Say It With Flowers,' or in other words, use something tangible that can be seen and handled.

"Finally—One must not imagine that the performance, the workmanship or the novelty of my model electric water heater brought in the orders. No one has yet brought selling down to a mechanical process.

"The model electric water heater did simply this: It made people look, listen, ask questions, and what is often impossible and most important—think. And when we can do this we're getting somewhere."

Heater's Aid To Specific Businesses Is Sales Talk

"In order to sell water heaters to commercial establishments," says Albert Gruber, the Washington Water Power Co., Kamiah, Idaho, a July winner, "I find that I must recognize the applications and the advantages my heaters offer to each user so I divide my commercial prospects into groups; depending upon their service requirements, then approach each prospect with a planned story covering the points that make my product suitable for his needs.

"My general commercial customer prospect list would be somewhat as follows:

"Garages and machine shops
"Beer parlors and meat markets
"Barber shops and beauty parlors
"Hotels and restaurants
"Drug stores

"In considering my sales story for these prospects I prepare to tell them about the application of water heaters to this business. This application is so unique that they are easily interested, because our heaters have been successfully united with garage compressed air systems, by using a low-priced air-hot water gun designed for the purpose of pressure hot water cleaning of floors, greasy and oily car motors, and machine parts, or any of the many things that must be thoroughly cleaned before a first class repair job can be done.

USED BY GARAGES

"I show these people that our units can furnish an abundance of hot water, with automatically controlled temperatures, with adequate storage capacity selected for any particular need, with hot water available at a moment's notice, and with an operating cost far below other methods used for similar cleaning.

"Then, too, there is no need for dirty gasoline pans, unhandy brushes, or gas-soaked cleaning rags, to lie around in the way with their accompanying fire hazard, when one man with the pressure gun and hot water can do a fast, sure cleaning job that is thoroughly clean when finished, with a minimum of time used.

"My company furnishes me with operating cost data obtained from their electric service billings, to all sizes of garages and shops so equipped, and these figures are impressive, because of the cheapness of the service to all types of installations.

CHEAP, SURE CLEANING

"The garage and shop men are really interested in a cheap, sure method for cleaning of this kind, because it is a necessity in their businesses. I have an abundance of proof of the sureness and cheapness of this air-water gun method for cleaning, so there isn't much sales

effort required to market this unit, except probably to make the installation and allow it to demonstrate its virtues for me."

Concerning beer parlors and meat markets, Mr. Gruber says:

"These businesses do not require much selling, except to suggest tank sizes and locations, because our state laws require that they must have hot water, under pressure, and available for use at all times. We watch for installations in new stores, or confine our efforts to selling our equipment to replace older and non-automatic equipment.

"In selling to any of these people I stress the characteristics of our equipment as applied to their needs, and explain the value of fully automatic service, adjustable fully automatic thermostatic control, which gives hot water at proper temperatures, a guaranteed service with cheap electricity that is a clean, dependable service available at all times."

MODERNIZES BARBER SHOPS

Concerning barber shops and beauty parlors, the prize-winning salesman relates:

"These businesses are also required by law to have running hot water under pressure, but there is still an opportunity to sell to many of them. They have all kinds of old water heating systems still in use which are within the law, but are short from the standpoint of service. There are many fuel type and flat-rate electric heaters in use in these shops and my job is to unsell the users on their old equipment and show them the many advantages our units can offer.

"For replacing old flat-rate electric units, I can show the prospect that the first cost of the new, fully automatic, metered equipment can be installed and he can pay for it in monthly instalments plus the service charge for electricity, at only a few cents more than his monthly electric bill for the flat-rate heater alone. After the instalments are completed then he can realize an actual saving in operation that can readily be noticed.

"The reason for this can be explained when we know that the rates for flat-rate heaters were based upon average consumption for a given heater size, for all users on the system; while the new units are automatically controlled, off-peak, metered units with a low kw. hrs. rate schedule.

"Since the water drawoff for barber shops and beauty parlors is far below the average for household and other users, then their new cost for service can be safely guessed as low.

"I am furnished with cost data for service which is obtained from our billing records, and it isn't a difficult matter to find a billing for an installation almost exactly like my prospect can use, and this information readily proves to him that my statement about saving is true.

STRESS AUTOMATIC FEATURE

"In designing a sales story to induce my customers to replace their fuel-burning equipment with our electric units, I find my best argument is the fully automatic feature of electric service, combined with its cleanliness, coolness, and dependability.

"These features interest the barber and the beautician especially if they are accustomed to being interrupted in the middle of their work in order to replenish the fuel in a monkey-stove or a furnace, and then have to remove the dirt and grime before returning to their customer. Then, too, they can recall times when hot water failed because they

forgot to give the fuel heater the necessary attention at the proper time.

"These shops often offer me an opportunity to compare fuel costs with our electric service cost, because they buy their fuel for the one purpose and can calculate the cost. I can show a definite saving here."

HOTELS MORE DIFFICULT

Selling hotels and restaurants is somewhat more difficult, Mr. Gruber relates:

"These establishments require a different sales story than the other businesses, in that they use hot water in large quantities. They often have their hot water systems interconnected with heating and cooking systems, so I build my story around such points as fully automatic service, abundance of stored hot water to care for peak run-off periods, favorable rate schedules which give a true claim for economy.

"It is difficult to prove fuel saving in these cases, but I am supplied with fuel cost data, compiled in colleges and universities, which cover costs for coil heating of water, and these costs are shown as percentages of fuel required for coil heaters when used with other heating processes.

"This type of information is interesting to these people, but not entirely convincing, so our 30 day trial offer furnishes us with a means of obtaining definite cost data for comparison.

"The part of my sales story that covers fully automatic, economical, and dependable service can be understood by these prospects, because they are selling service, too, and are trying to give the best they can as economically as they can produce it, so since it is strictly a business situation, it isn't much of a problem for me to prove my points and make a sale."

DRUG STORE TECHNIQUE

The technique for drug stores: "Since these stores have become novelty shops, and fountain and bar services, they have a real need for running hot water. I find their needs require only a small storage capacity for hot water, which permits me to sell them a very small tank. These units can be installed in a small space, often underneath the fountain or back bar, or even on a shelf in a closet or prescription room. The units are not expensive to install or to operate.

"One druggist told me he saved his service bill in laundering his own towels and fountain cleaning equipment. This might not appeal to every druggist, but it gives him a definite idea about service costs.

"I have plenty of service cost data obtained from actual customer billings on our system, so my main point for this sale is a cheap dependable service."

Sales Stimulated By 'Free Interest' Plan

MANCHESTER, N. H.—By offering customers a free interest plan under which no interest or carrying charges were assessed on electric refrigerators, ranges, washers, ironers, or radios which left purchase balances of \$100 or more, Modern Homes Appliance Co. here recently stimulated sales during a specified period.

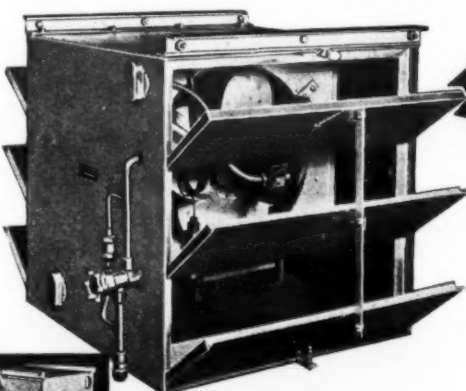
The offer also applied to appliances which the company did not have in stock, such appliances being specially obtained for customers.



SAFE?

There's often room for doubt—in a ball game. But there's never any doubt when you specify Virginia Quality Refrigerants. You know you're safe because precision production methods and exacting laboratory control guarantee a product of exceptional purity and uniformity. You're safe because you get unusually prompt delivery from your Virginia dealer whether it's a routine or rush order. And you will find your Virginia dealer able to supply you with any important refrigerants you may need.

For Better Service
VIRGINIA SMELTING CO.
WEST NORFOLK, VIRGINIA
METHYLENE CHLORIDE
V-METH-L
EXTRA DRY ESOTOO



"FREEZING-OVEN" by KRAMER

Ideal for Freezing Temperatures. Self Defrosting. Replaces Pipe Coils at lower initial cost per given ton.

Results: Greater Freezing Speed in Less Space. No complicated hook-up. No skilled help to defrost. Process takes only twenty minutes. Just close shutters, turn on electric heater switch, and the Unit is transformed into an insulated oven.

Specially designed insulated cabinet and shutters prevent any material change in the cooler temperature while defrosting.

The "Freezing Oven" is as simple to install as an ordinary Unit Cooler, requiring only additional wiring for the electrical heater.

APPLICATIONS:

Apple Storage. Ice Cream Storage Rooms. Ice Cream Hardening Rooms. Frozen Food Storage. Sharp Freezers. Locker Storage, or any other applications involving temperatures below 32°.

TRENTON AUTO RADIATOR WORKS, Trenton, N. J.

Commercial Refrigeration

Success of Kelvinator's 'Production Line' Selling Plan Points To Large Market

NEW YORK CITY—Success of Kelvinator's "production line" method of selling commercial refrigeration equipment is discussed in a recent issue of *Printers' Ink* magazine, which states that the plan has "proved its effectiveness in assuring market coverage and increasing sales volume," and has "disclosed important facts about the commercial market upon which future selling programs can be based."

Utilizing the well known "five steps to a sale" approach to the business of specialty selling, the Kelvinator method begins with a "Business Census," continues with a "door-opener booklet," next uses an "album presentation," then a "survey," and ends with a "personalized proposal" used in closing the sale.

Beginning early this year members of the Kelvinator factory field force conducted a "Business Census" in 16 cities from Boston to Madison, Wis., and throughout the southeast and south. Kelvinator men made 3,567 calls on various types of businesses.

The investigator, working on the business census, entered every place of business on the street; not passing by news stands, boot black shops, and many other types of business establishments usually neglected by the commercial salesman. Coverage was absolutely complete on all streets where investigations were made.

ONE IN FIVE

It was found that for every five businesses contacted there was a need for one unit of Kelvinator commercial equipment. The survey further disclosed that 50.9% of all places contacted had not been called upon by any commercial refrigeration salesman in the past 12 months.

Prime purpose of the Business Census was to locate prospects. Information gained on brief door-to-door calls was written down on a pad. This included, firm name, address, type of business, name of proprietor, his partners, number of employees, whether premises were leased or owned, how business this year compared with last year, the outlook for next year, type and age of refrigeration used, and data on specific commercial equipment that the business has or needs.

Investigators carried cards showing that they were cooperating with the "Temperature Research Foundation in connection with a national business survey."

A card left with the business man interviewed entitled the bearer to receive without charge the findings of the foundation, when compiled.

Information gleaned from the Business Census was then transferred to prospect cards for follow-up purposes. Using a special door-opener booklet, the salesman called back on each prospect.

The booklet "Is It Modern," is an analysis of present day questions which every merchant must answer. Questions asked by the booklet were, "Does your place of business look modern?"; "When customers come in are they in a hurry to get out again?"; "Is your merchandise lighted so your customers can see it?"; and the important question from the salesman's viewpoint, "Do people shun your place in hot weather?"

Following up the discussion of hot weather and the need for proper refrigeration equipment, the salesman then presented an album containing a comprehensive sales story in illustrated form.

One album has been prepared for each division of the Kelvinator commercial line; standard commercial, liquid cooling, air conditioning, automatic heating, and residential air conditioning.

Each salesman was equipped with a manual for selling with the album, and it was suggested that salesmen memorize the presentation talk, so that they would not forget any fundamental arguments.

After the album presentation a survey was made of the prospect's needs for equipment. With complete survey data in hand the salesman then returned to his office where the details of the proposed installations were worked out by himself and his engineer. Then a personalized proposal was made up.

METHOD IS SIMPLE

The simplicity of the "production line" plan of selling has made it adaptable to distributing outlets of various sizes and applicable to different lines of Kelvinator commercial equipment.

A special sales contest, the "Producer's Club," has given distributor's salesmen an incentive to use the plan and report regularly. Results are summarized weekly.

In addition, a sales efficiency scale is issued, showing national and divisional results achieved under the plan. National performance as recorded for the current year through July 31 is as follows:

1. Number of business contacts per album demonstration, 3.41
2. Number of album demonstrations per proposal, 1.49
3. Number of proposals per sale, 2.48
4. Number of demonstrations per sale, 3.72
5. Number of census contacts per sale, 12.7

Kelvinator officials feel that the effectiveness of the plan is proved by the fact that every 12.7 business contacts made under the census have resulted in a sale.

Detroit Reduces Fee For Counter Freezers

DETROIT—Operators of counter ice cream freezers here gained a point in their fight for recognition when the Common Council voted Sept. 10 to reduce the annual license fee for "home-made" ice cream dealers from \$20 to \$5.

The \$5 fee will include the normal \$3 license to sell. In the past, counter freezer operators have had to pay a total of \$23 a year, the same amount as paid by large creamery corporations.

Action by the council followed a complaint by the small dealers that putting them on the same fee basis with their larger competitors was unfair.

At the same time it agreed to lower fees for the counter freezer men, the council said it was considering boosting the annual fee for wholesalers to \$50.

Binns Installs Mills

JACKSON, Miss.—J. P. Binns installed Mills refrigeration equipment in the new Dunnaway's Cafe here.

Building of 44 Cold Storage Plants In Mississippi In 6 Years Shows Expansion of Refrigeration

STATE COLLEGE, Miss.—Mississippi's 45 cold storage plants cured 2,073,829 lbs. of pork for 11,746 farmers during the 1937-38 season, Paul F. Newell, extension animal husbandman of Mississippi State college, has reported.

Mr. Newell said that the number of cold storage plants in the state

has risen from one in 1932 to 45 in 1938, and added that 11 cooperative plants were in operation for the first time during the past season.

As a result of the higher quality products obtained by use of the cold storage plants and the elimination of losses due to uncertain weather, Mr. Newell said, the output and

patronage of the plants is almost certain to increase.

Educational work has been conducted among farmers during the past season by county agents and extension specialists. Method demonstrations in butchering hogs and in the cutting, curing, and storing of pork products were included in the educational work.

Several 4-H Club teams were trained to give such demonstrations. The home-mixed curing formula as recommended by the extension service was used in all the plants.



IT IS SELDOM YOU FIND
COPPER
SO GENEROUSLY EMPLOYED!

● COPPER is an expensive metal. But of all the metals commercially practical, copper has the highest rate of heat transfer. That's why Brunner's generous use of copper for both the fins and tubes in the condenser construction is such an important feature. It means quicker radiation, more efficient condensation of the refrigerating agent—and obviously greater power economy... But why not check up personally on Brunner features like these—extra-value features which have lifted Brunner Refrigerating and Air Conditioning equipment to a solid position of quality leadership... And the Brunner line is complete—with one hundred and thirty-four condensing units plus seven compressors, in a graduated range of capacities up to 15 H. P. Catalog, fully illustrated, sent on request. Brunner Manufacturing Company, Utica, N. Y., U. S. A.

IT'S **BRUNNER**
FOR *economical* SERVICE

AIR CONDITIONING & REFRIGERATION NEWS

Trade Mark registered U. S. Patent Office;
Established 1926 and registered as
Electric Refrigeration News

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That Advertising Allowance Racket

PERPLEXING indeed to almost every sales and advertising executive in the industry is the advertising allowance racket.

For years it has been the custom of manufacturers to pay 50% of the cost of advertising in local newspapers, the local dealer paying the other half.

However, newspapers usually have two rate schedules—one for national advertisers, one for local advertisers. The former is often twice as high as the latter.

Rate Differential Gives Dealers Free Advertising

With the connivance of the newspapers, many dealers thus get their advertising free. The newspaper bills the manufacturer for 50% of the national rate, then just doesn't collect from the dealer. The dealer's job is to work the manufacturer for as much space as he can—which is invariably more than would appear if the dealer were paying half of even the local rate.

Now manufacturers wouldn't mind so much paying all the newspaper advertising cost if they thought they were getting their money's worth. But too often the dealer insists that the space be placed in his own neighborhood newspaper or shopping news (the numbers of which have increased enormously in the last few years). All too often such a sheet is a mere throw-away, with scant readership.

Metropolitan Newspapers Offer Real Money's Worth

The important dailies of the town, which have the readership and low cost per unit of circulation, are neglected because the dealer feels that in advertising through them he would have waste circulation. This might be true if he were paying for the advertisement, but all too often he isn't.

If manufacturers could concentrate their advertising in newspapers of standing, listing the city's dealers in each advertisement for the convenience of shoppers in each neighborhood,

they could use larger space, use it much more frequently, and to greater advantage.

Competition For Dealers Allows System To Continue

But the dealer objects to this, feeling himself in competition with other dealers for the same line. Actually, all such dealers would benefit more from this concentration than individual dealers do from scattered and dissipated advertising in neighborhood throw-aways, as has been demonstrated by parallel test campaigns.

So long as manufacturers are competing so strenuously for dealers, this wasteful practice seems likely to continue. It is probably up to the dealers themselves, and their associations, to look into the merits of the concentration idea and decide to use it.

World Events Will Sell Radios

WALKING down almost any busy city street during the week just past, one saw crowds blocking entrances to doorways of certain stores, taverns, or recreation halls. Standing tense and quietly, they were listening to the radio.

Not all of them were listening to the bloodless European war. Hundreds were fascinatedly listening to the exploits of Gabby Hartnett and his game Chicago Cubs as they chased and caught up with the Pittsburgh Pirates in the National League pennant race.

Radio Playing Vital Part In Lives of Millions

But the fact remains—and anyone could have observed it—that the radio was playing a vital part in the lives of hundreds of men in nearly every city in the land, and that a great part of these men are prospects for new radios.

True, they might have had radios at home. If so, they need table sets for their offices or stores. When events of earth-shaking consequence are unfolding, radio is a 24-hour necessity.

With the happenings of the last fortnight fresh in the minds of everyone, sales resistance toward the purchase of second radio sets should be plenty low. Now is the time for salesmen and dealers to keep busy.

World Series Presents Opportunity For Quick Sales

What's more, the World Series is just ahead. Why run out every half hour to see what the score is when, with an inexpensive table radio at your side, you can tune in for periodic brief moments while you work?

Incidentally, the radio may have had a greater effect on the Peace of Munich than contemporary historians have credited.

Men and women of a score of nations listened to Chamberlain, Hitler, Mussolini, Benes, and Masaryk. They weighed the issues, listened to learned commentators, and made their combined influence felt.

No Longer Possible To Spring Surprise War

In contrast, the World War hit the world so fast the people didn't know what happened. They were well into it before they had a

chance to register their opinions. It was all handled from on high.

Looking further back, General Andrew Jackson fought the Battle of New Orleans 15 days after the war had been ended by the treaty of Ghent. It took that long to get the news to him.

It is our opinion that most of the world's tragedies can be blamed upon inadequate information. Today's marvels of communication give every man eyes and ears which encompass the world instantaneously.

It may well be that scientific advances in communication can do much to nullify scientific advances in that art of mutual destruction.

But be that as it may, now is the time to sell radio sets.

LETTERS

'Will To Fight' Beats 'Hurricanes & Recessions'

The Bush Mfg. Co.
Hartford, Conn.

Editor:

We greatly appreciate your interest and concern as to the effect of the storm and floods on our plant.

Unfortunately, newspaper and radio accounts, while true in the main, are invariably emotional, and in dramatizing such events do not stress the energy and ingenuity of the American business man.

The sign "Business As Usual" is so commonplace in this country during and after any disaster that it no longer merits comments.

Our position was about as follows, and no doubt parallels the experience of other concerns in the flood areas.

When rivers and their feeding streams start to rise preparations are immediately undertaken. There is no waiting until the last moment with only hope to lean on. The first step is to move stock to high points and, like an experienced sea captain, clear decks for action. Next, all buildings are sealed tight and pumps are set up, tested, and manned.

Water usually rises slowly but, needless to say, surely. . . . In this case about 6 inches an hour, which can seem either slow or horribly fast depending on whether there is work to be done or if you are merely waiting for the crest to be reached. We worked all night on Sept. 20 barricading our buildings and Wednesday morning we had pumps working in various sumps.

By this time we were used to rain which had fallen since the previous Saturday and we were more concerned with the water that kept rising than with the water that merely fell from the sky.

The hurricane, like one more blow in a fight, was paid scant attention and it was only after things had

They'll Do It Every Time . . . By Jimmy Hatlo



quieted down that we realized the extensive damage to trees, wires, shore homes, etc.

In the meantime, electric power was cut off but we had gasoline motors operating to keep the wheels turning. Burns from hot exhaust pipes, cuts from wind-broken windows, and other minor casualties were the order of the day—and night.

However, we were on top of things and there is a great satisfaction in fighting a winning battle against odds. About 11 o'clock Wednesday night, Sept. 21, the water started down from our plant and each added inch of drop was recorded with increasing satisfaction.

All this and the sign "Business As Usual" was up figuratively on our door, and on Friday we shipped a carload of Coldspot condensers along with the normal daily assortment of commercial coils, unit coolers, heating and air-conditioning coils.

To us it seems typical of American business to find a way around or through difficulties and we are confident that depressions and recessions can no more stop American business than can floods and hurricanes as long as there remains the will to fight.

C. T. BAPPLER,
Sales Manager

Thinks Salesmen Should Have Range Comparisons

The Electric Association of
Kansas City
106 West Fourteenth St.
Kansas City, Mo.

Editor:

We think the table of comparisons between the electric and gas ranges as given in your September 14 issue is splendid, and it might not be a bad idea if every electric range salesman and dealer were equipped with one.

G. W. WESTON,
Secretary-Manager

Will Electric Ranges Heat Water as Fast?

E. P. Goodison
1634 East Duval St.
Philadelphia, Pa.

Editor:

Careful reading of the comparative table on "How Electric and Gas Ranges Measure Up" in your issue of Sept. 14 reveals a rather startling inequality of comparative premises in CP 18. I wonder how many readers will catch it?

The gas range "shall have an output capacity sufficient to raise 5 lbs. of water 140° F. in not more than 9 minutes."

The electric range "required less than 9 minutes to raise 5 lbs. of water to 140° F."

I should like to see a positive statement that the water in the case of these tests was placed on the heat at the same temperature, if such is the truth. Furthermore, was the water placed over the electric plate after the element had had time to become fully heated, or did the electric heat start from scratch as the gas naturally could?

These questions arise in the mind of a neutral observer, in no way connected with either gas or electric industry for the past four years. Three branches of my family have, however, had unsatisfactory experi-

ences with electric stoves, and ridicule my every attempt to point out its advantages.

Why don't the manufacturers "take down their hair" and get together on this thing? When the busy housewife wants a little hot water in a hurry (for edible purposes) let there be an open flame gas burner incorporated right in that beautiful electric range. By thus breaking down the biggest item of sales resistance it should be no trouble to put over the advantages of electric broiling and baking.

With continued best personal good wishes to "Ye Editor."

EARL P. GOODISON

Interested?

American Gas Association
420 Lexington Ave.
New York, N. Y.

Editor:

We would like six copies of the Sept. 14 issue of AIR CONDITIONING & REFRIGERATION NEWS.

We are interested in the article "Electric Ranges Show Up Well on C.P. Test Basis."

If there is a charge please send the invoice to Mr. West, commercial section, c/o the above address.

EVELYN A. RINGLER,
Assistant Librarian

'Trader' Editorial 'Clear Cut'

H. G. Bogart
Authorized
General Electric Dealer
61 North Howell St.
Hillsdale, Mich.
Sept. 26, 1938

Mr. Cockrell:

Please note the enclosed blue memo, which I just received from Mr. Harvey J. Burgess, publisher and owner of the Hillsdale Daily News, (an exceptionally high grade paper) to whom I handed your editorial "The Trader vs. Planned Economy" appearing in the Aug. 17 issue of your journal.

I felt just as Mr. Burgess does about that editorial and I am wondering if it could be arranged for Mr. Burgess to reprint it, giving you proper credit of course. The article is so clear cut and convincing that I am anxious to have it get as large a circulation as possible in our community and if such a thing as I have suggested can be arranged I would greatly appreciate it.

We need all we can get of such material, against the time we shall be called upon to make some political decisions.

With best wishes and congratulations on what you have done with your journal since the day back in 1927, or was it 1928, when you called at our office in Akron.

H. G. BOGART

Answer: You may inform the publisher of the Hillsdale Daily News that he has our permission to reprint the editorial entitled "The Trader vs. Planned Economy" which appeared in the Aug. 17 issue of the News.

We are very glad to have material of this kind reprinted by non-competitive publications. We secure copyrights on all our publications primarily for the purpose of preventing republication of technical data and other original material in papers which are directly competitive.

Professor Urges Purchase of Retailer's Old & Unsalable Stocks By Govt.

BOSTON—A startling economic plan by which the government would take over all old and unsalable stocks of merchandise on the hands of retailers at the end of each season and distribute these goods to the needy through the WPA and similar organizations was proposed by Paul H. Nystrom, professor of marketing at Columbia university and president of Limited Price Variety Stores Association, at the recent Boston Conference on Distribution.

Mr. Nystrom upheld his plan as simple and practical. The government would buy the goods at the end of each season, that is, twice a year, at prices just sufficient to cover wholesale costs plus necessary store operation expenses.

If adopted, Mr. Nystrom went on, the plan would directly aid 1,600,000 retailers and 3,500,000 retail employees all over the country, not to mention the thousands of needy, hungry families now on relief, welfare, dole, or on their own.

Question: Is Prof. Nystrom serious, or just kidding the New Deal, in making this weird proposal? Readers are invited to comment. Look for editorial discussion in a later issue—Editor.

By clearing out retail stocks regularly twice each year, the plan would create and stimulate business all along the line, Mr. Nystrom pointed out, and all business would benefit.

"It introduces nothing that is new either to present theory or practice," said Mr. Nystrom in explaining his scheme. "It is merely the extension of a method already used more or less effectively by the government in agriculture and manufacturing."

"It is merely a plan for doing well what has been done only half-heartedly in these other industries. Indeed, I am surprised that it has not already been proposed by some of the minds of the retail world."

"Every possible argument for government purchasing of surpluses in agriculture and manufacture apply with equal strength to government purchasing of the surpluses from retailing."

"There are, indeed, several better reasons for applying this plan to retailing rather than to agriculture and to manufacturing. The clothing purchases recently made for the WPA, for example, will merely help a few score of manufacturers and, incidentally, I suppose a few union workers employed by them. Its beneficial effects are confined almost entirely to but a few of the largest industrial centers of the country."

"If the desire of the government is really to help lift the country out of depression and to promote a renewal of business activity, as I assume it to be, then its surplus purchasing plan should be applied at the point where the real stoppage of business occurs, namely at the retail stores unable to unload their stocks."

Other benefits of the proposed plan as seen by Mr. Nystrom are: lifting the retailer's fear of having a dead-loss surplus, thus opening the way for increased buying; creating a favorable psychologic effect on retail sales people, thus providing an added stimulant to business; eradicating the bugaboo of cut-price clearances, which at present play havoc.

In his conference address, entitled "The Regulation of Retailing," Mr. Nystrom said that retailing today is

subject to more regulation and control than any other industry that is not directly owned and operated by the state.

All this regulation, varying greatly in different states and different towns, has one common characteristic, said Mr. Nystrom: its tendency towards more regulation.

Mr. Nystrom classified the retail regulation into 10 major groups: to raise revenue, to prevent improper persons from engaging in certain businesses, to protect the public from fraud or injury, to govern working conditions and wages, by labor unions, by certain pressure groups for selfish purposes, by voluntary agreement to regulate prices, by so-called fair trade and unfair practices laws to regulate prices and methods, by laws requiring more information on labels, and, lastly, combinations of the foregoing.

EMPLOYMENT LAWS

"Laws regulating retail employment," Mr. Nystrom declared, "usually include specifications covering maximum hours of work, minimum wages, prohibition of night work, minimum age limits, and school requirements."

"They also include provisions for compensation in case of accidents and disabilities, and social security requirements. Both employers and employees in American industries have indicated their general assent to the desirability of minimum requirements in all of these lines."

"There are, however, bounds beyond which the establishment of such minima does more harm than good."

An example, Mr. Nystrom illustrated, is a minimum wage requirement set too high, resulting in decreased income, decreased production, decreased employment, and increased national economic difficulties.

LABOR UNIONS SERIOUS

"Regulation of employment by labor unions has in recent years become somewhat of a serious factor in the retail field," said Mr. Nystrom. "Under the leadership of labor organizers who have little knowledge of and less interest in the problems of retailing, such unions have attempted to fix the hours of work, set the wages, and make other regulations concerning the conditions of retail employment."

Mr. Nystrom said that recent labor legislation unfortunately has been used to shelter and protect so-called union organizers and leaders in building up profitable incomes for themselves at the expense of retail workers and their employers.

"Instead of collective bargaining," Mr. Nystrom told the conference, "we have had widespread collective grabbing, often with the consent and connivance of the administrators of the law."

"We may in time grow out of this stage of labor relations, as the apologists for evolution in unionism claim, into something sounder and better for all concerned, but the immediate need so far as retail labor problems are concerned is not collective bargaining but psychiatry."

A Bona Fide 'Gift' Is Fair Competition, FTC Rules In Case

WASHINGTON, D. C.—Offers of gifts to buyers, so long as they are strictly bona fide, must be considered as fair competition, the Federal Trade Commission has ruled in dismissing the complaint against Samuel Stores, Inc. of New York City.

Whether or not an offer of "free goods" constitutes fair competition, the FTC pointed out, is dependent upon the terms of the offer and the way in which it is made. A warning was given, however, that any form of deception might throw such an offer into the "unfair competition" class. The element of chance disqualifies such an offer, in the eyes of the FTC.

Generally speaking, the following seem to be the qualifications of a free offer which would pass the FTC: clear and specific statement of the terms; maintenance of usual prices on the usual quality of merchandise; and the absence of a monopoly.

ORIGINAL COMPLAINT

In the case in point, Samuel Stores had advertised that with purchases of \$25 or more, the purchaser would be given the choice of a dress, an all-weather sport coat, or a pair of men's shoes. In its original complaint the commission charged that the cost of the gift was in fact included in the \$25 to be paid by the buyer, hence the "free goods" were not really free.

Part of the commission's findings on this case are as follows:

"The evidence showed that the cost of the articles designated as 'free' and which were given in connection with the purchase of other merchandise in a specified sum was charged to the company's advertising appropriation and became a part of the general operating overhead of the business."

TERMS STATED CLEARLY

"... The prices of all merchandise sold during the time the offer was advertised were based on a standardized markup and were the same before and after the periods during which the special offer was in effect. The advertiser fulfilled the terms of its offer by actually furnishing to each customer making any purchase in a specified sum the specific article offered as free goods."

"... Under such circumstances the free goods offer is hardly deceptive, for the purchaser actually does obtain the specified free goods at no additional cost over the ordinary and regular price of the merchandise required to be purchased."

"As far as the buyer is concerned, therefore, he actually receives the free goods without cost. In reality, the practice in such a case is a convenient and impelling method of calling attention of the public to price reductions in the goods which must be purchased."

In those instances where condi-

New G-E Commentator Inspects Laboratory



Dorothy Thompson, widely known newspaper columnist and radio commentator on world events, inspects a General Electric laboratory in preparation for her appearance on G-E's "Hour of Charm" radio program.

Dorothy Thompson Heads G-E 'Hour of Charm'

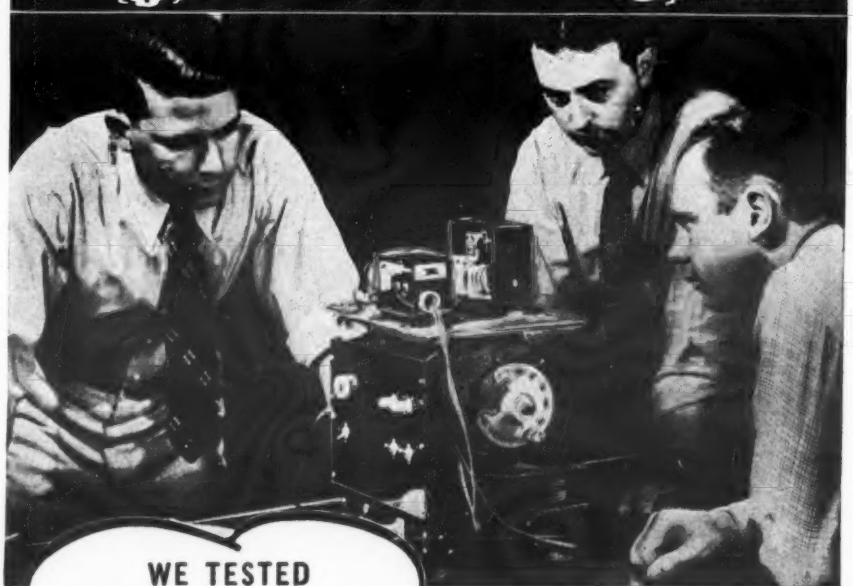
SCHENECTADY, N. Y.—Dorothy Thompson, eminent writer, political analyst, and radio commentator, will speak regularly on current events and world-wide topics during General Electric Co.'s "Hour of Charm" program starting Oct. 3.

Scheduled on NBC's red network from 9 to 9:30 E.S.T. each Monday night, the program will continue to feature Phil Spitalny's all-girl singing orchestra.

On a recent visit to Schenectady, Miss Thompson was introduced to many of the new scientific discoveries of G-E's research laboratory, and she also visited the giant turbine and motor shops.

Wife of Novelist Sinclair Lewis, Miss Thompson is a celebrity in her own right. Author of many books, magazine articles, and a widely syndicated newspaper column, she started her journalistic career as a roving reporter in Europe, where she made an exhaustive study of political and economic conditions.

WAY AHEAD OF THE "Jitterbug" CRAZE



WE TESTED CONTACT STRUCTURES WITH THIS SHIMMYING VIBRATOR

It takes no fancy laboratory gadgets to prove what field engineers have known for years—the ability of the Penn magnet contact structure to give accurate performance under extreme conditions of vibration.

Constantly, Penn engineers have been improving on the basic design of the permanent magnet contact structure. As such improvements have been developed, they are put through rigorous laboratory and field tests. One of these is the actual operation of the contact structure... open... close... open... close—time after time—mounted on the mechanical "jitterbug"

where vibration is far more severe than any encountered under actual field conditions.

The new design gets an "O.K." only when this, and many other tests, prove it superior to structures already available. This complete elimination of the element of chance is an important reason why Penn Controls have an enviable reputation for dependable, service-free performance, year after year. Penn Controls are standard on many leading makes of automatic heating, refrigeration, air conditioning, pump and air compressor equipment. Add prestige and performance to your product by specifying Penn Controls. Bring your automatic control problems to Penn.

PENN ELECTRIC SWITCH CO., Dept. R-3, GOSHEN, INDIANA. In Canada, Powerlite Devices, Ltd., Penn Electric Switch Division, Toronto, Ontario. Branches, Factory Representatives and Distributors in all principal cities.

You can depend on
PENN BUILT CONTROLS

Anaconda Copper Refrigeration Tubes
Easily bent!

THE AMERICAN BRASS CO.
FRENCH SMALL TUBE BRANCH
General Offices, Weymouth, Mass.

DRY
dry as
Sahara

ANSUL CHEMICAL CO.
MARINETTE
WISCONSIN

ANSUL
SULPHUR
DIOXIDE
METHYL
CHLORIDE

AC-2-8

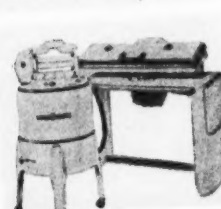
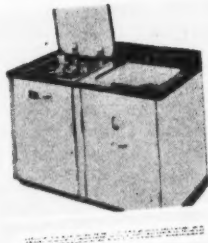
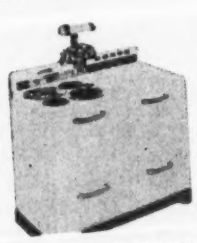
THERE IS AN ANSUL DISTRIBUTOR NEAR YOU

Wind up 1938 in a BIG SALE

For a Sentimental Person with a Practical Side!

THIS CHRISTMAS GIVE HER AN ELECTRICAL GIFT. If there are ladies in your life whom you really want to please, turn your back upon shaggy gifts. Instead give them practical General Electric gifts that will mean something in their lives every day—for years! When you present a General Electric gift you are giving extra hours of freedom from household tasks—an easier life. You couldn't choose a more considerate gift!

The gifts shown here—and many more—are now on display at General Electric dealers everywhere. You'll find their stores delightful and economical places to play Santa Claus. Prices from \$1.00 to \$1,000.00. A G-E gift puts no strain upon your Christmas budget. For the smaller gifts are most modestly priced and the major items are all available on the General Electric easy payment plan. The G-E monogram is the most honored mark an electrical gift can bear.



Freedom!

—and roses, too!

For the Practical Person with a Sentimental Side!

THIS CHRISTMAS GIVE HER AN ELECTRICAL GIFT. If there are ladies in your life whom you really want to please, turn your back upon useless gifts. Instead give them practical General Electric gifts that will mean something in their lives every day—for years! When you present a General Electric gift you are giving extra hours of freedom from household tasks—and easier life. You couldn't choose a more considerate gift!

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1-2-3-4 CLOCKS. Give her accurate time. The winning—on feeling alarm time. Models illustrated: (1) Bergeson Alarm \$2.95 (2) Gacem \$3.50 (3) Dorian \$4.50

5-6-7 TWIN WAFFLE IRON \$4.95. More waffles. Other models \$5.50 to \$9.95

8-9-10 MIXER \$14.00. Smooth cakes, victory contents without effort! With Automatic Juice Extractor. \$19.95

11-12-13 ROASTER—Automatic. Cooks complete meals for 8 to 10 people. It roasts, bakes, broils, fries. Roaster \$29.95. With smokeless broiler, \$36.90

14-15-16 COFFEE MAKER \$14.95. Perfect coffee every time. In holiday gift package. Other models \$4.95 to \$9.95

GENERAL ELECTRIC

33,450,215 ADVERTISEMENTS IN 33 DAYS

Twelve smashing advertisements ring the bell that starts General Electric's greatest gift selling campaign. All double page spreads, except three. All in full color. In ten leading publications read by 33,450,215 puzzled gift seekers. Here's a plan built on a senti-

mental theme for the year's most sentimental season. Here's a campaign to sell electrical appliances as not so much steel, enamel and copper wire but as gifts to bring hours of leisure, freedom, happiness, the "new ease of living" to the families of America.

DECEMBER
ESQUIRE
OUT NOV. 11
CIRCULATION
650,000

DECEMBER
COUNTRY
GENTLEMAN
OUT NOV. 15
CIRCULATION
1,645,000

DECEMBER
AMERICAN
MAGAZINE
OUT NOV. 15
CIRCULATION
2,200,000

DECEMBER
GOOD
HOUSEKEEPING
OUT NOV. 20
CIRCULATION
2,211,000

DECEMBER
AMERICAN
HOME
OUT NOV. 20
CIRCULATION
1,152,000

NOVEMBER 26th
SATURDAY
EVENING POST
OUT NOV. 22
CIRCULATION
3,035,000

DECEMBER 3rd
COLLIER'S
OUT NOV. 25
CIRCULATION
2,627,000

Blaze of SLES and PROFITS!

**YOU CAN!..IF YOU JOIN HANDS
WITH G-E IN PROMOTING THIS
CHRISTMAS THEME**



*For the Practical Person
with a Sentimental Side!*

SOON comes bleak December when men are bewildered mind readers, panic-stricken Christmas shoppers. Nothing is so mysterious as a woman at gift-giving time. Hints bring forth no help. The feminine mind says "Be sensible" "Don't give me anything this Christmas, darling". The feminine heart says "Be sentimental Romeo, I love it." Thus is Christmas turned into a nightmare for men, while you have the answer for them. But not enough men realize it.

Here's a Christmas Theme You CAN Merchandise!

Capitalize on this year's trend to be practical, on the universal desire of all gift-givers to be sentimental. Show your customers that they can be both. Tie in with General Electric's dynamic theme "For the Practical Person With a Sentimental Side." Tell your customers that this is the year to give "the new ease of living." Help them select practical, thoughtful gifts that will be used and appreciated not only on Christmas day but for years to come.

General Electric Gifts Are Easy To Sell

No sizes, no colors, no personal tastes to worry men shoppers.

A small investment or deposit delivers and installs the gift of gifts. Promote these easy-to-sell gifts. Promote these profitable-to-sell gifts. Let them roll up a successful Christmas season for you. There's appliance business to be had. General Electric show you how to get it—how to take the sag out of your sales curve—how to put "33,450,215 advertisements in 33 days" to work for you.

General Electric Helps You Merchandise This Theme!

General Electric's theme, "For the Practical Person With a Sentimental Side" is more than a whopping advertising campaign. It's a sound, down-to-earth promotion to help you sell more! And G-E isn't satisfied with merely telling 33,450,215 prospective customers this story. G-E is ready to help you make this campaign your own. Fill out the coupon below, mail it to General Electric. Back will come tried and proved helps that will tell you exactly how to make this campaign *yours*—to make your department local headquarters for gifts "For the Practical Person With a Sentimental Side"—to make this your biggest gift season.

GENERAL  ELECTRIC

DECEMBER 10th
COLLIER'S
OUT DEC. 2
CIRCULATION
2,627,000

DECEMBER 4th
THIS WEEK
OUT DEC. 4
CIRCULATION
5,415,000

DECEMBER 17th
LIBERTY
OUT DEC. 7
CIRCULATION
2,167,000

DECEMBER 11th
AMERICAN
WEEKLY
OUT DEC. 11
CIRCULATION
6,760,000

MAIL TODAY

General Electric
Room 1208, 570 Lexington Avenue
New York City

Yes Sir! I want to wind up 1938 in a blaze of sales and profits. Please tell me how to get promotional helps.

Name.....
Firm.....
Address.....
City.....State.....

Engineering

Cooling System For Auto Has Compressor Under the Hood, With V-Belt Connection

DETROIT—Development engineers and inventors are apparently in a race to see who can achieve the first automobile air-conditioning system to prove commercially adaptable. Research laboratories here buzz with rumors, equipped test cars are being driven on tracks and proving grounds as automotive, refrigeration, and independent engineers devote their time and money to the problem.

In 1935 Kenneth E. Whitlock worked in the brokerage office of Whitlock, Smith & Co., after completing two and one-half years in the engineering school at the University of Michigan. More interested in mechanical problems than stocks and bonds, Mr. Whitlock took a course in refrigeration from Refrigeration & Air Conditioning Institute, Chicago. During laboratory work taken at the end of the course, he became interested in the application of an air-cooling system to the modern passenger car.

Unhampered by the "it can't be done" philosophy of many research workers, Mr. Whitlock attacked the problem of a power take-off for his air-cooling system. Eventually clutches, speed reducers, and similar mechanisms were abandoned in favor of a direct connection, by means of a V-belt, from the automobile engine to the compressor.

A Tecumseh Chieftain twin-cylinder compressor mounted on top of the car engine develops approximately $\frac{1}{4}$ of a ton of refrigeration at 1,000 r.p.m.—when the automobile is going 40 miles per hour.

The next question was how to handle the problem of excess pressure in the compressor when the car was driven at higher speeds.

REFRIGERANT BY-PASSED

To overcome this apparent difficulty, Mr. Whitlock designed a special refrigerant by-pass valve, which allows most of the refrigerant to by-pass the expansion valve when the compressor speed exceeds 1,000 r.p.m. The special valve is built by the Mayson Mfg. Co., Detroit.

Thus when the moving car reaches speeds in excess of 40-miles-per-hour, the refrigerating capacity created at 1,000 r.p.m. on the compressor is held constant. A special expansion valve was also developed by the Mayson company for use in the system.

Cold air is created by a combination evaporator and heating coil, built by the Long Mfg. Co., Detroit. This coil is equipped with headers at both ends, permitting a flow of water and Freon through alternate tubes. Four and one-half pounds of Freon are used in the system.

The conditioning coil is mounted in an insulated housing under the dash. A Sirocco-type fan powered by a $\frac{1}{30}$ -hp. motor provides 372 c.f.m. of air. The refrigerant receiver is a standard Mueller Brass Co. vessel, and is mounted under the right front fender of the car.

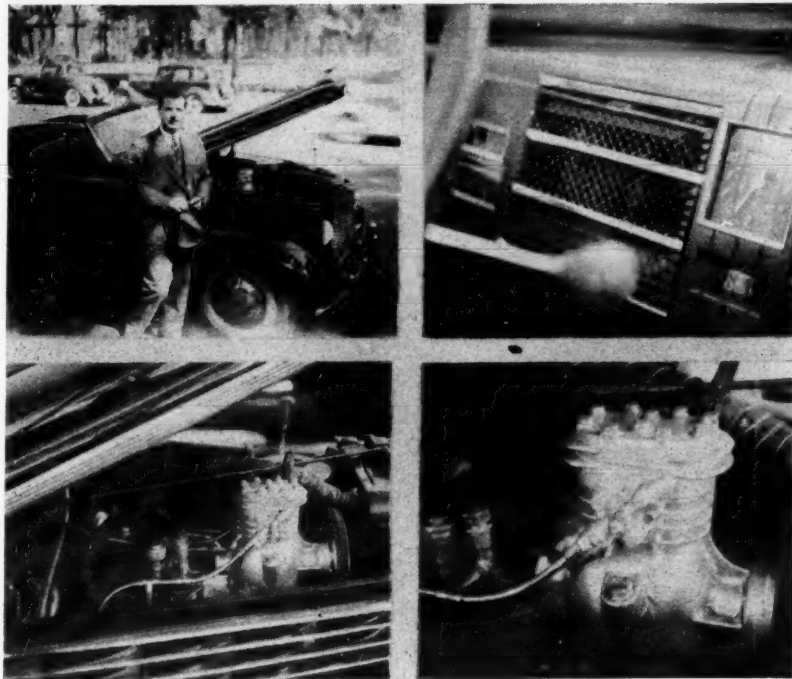
The refrigerant condenser, built by the Long Mfg. Co., is mounted ahead of the automobile radiator, under the ornamental grille. In this position the condenser gets the full benefit of moving air created by the car; this air cooling the refrigerant gas in the condenser.

DASHBOARD GRILLE

Air enters the car through a grille on the dash board. Standard operation of the cooling unit has been established at a coil temperature of 38° F., which results in an entering air temperature of 55° F. Mr. Whitlock plans to use a special diffusing grille to regulate the direction and flow of air to the car interior.

According to Mr. Whitlock, the distinguishing feature of his system is its simplicity. With the compressor mounted on top of the motor, and run by a V-belt from a dual pulley on the water pump or genera-

Essentials of Auto Passenger Cooling



Upper Left: Kenneth E. Whitlock with his air-conditioned La Salle convertible coupe. Condensing coil is mounted under radiator grille. Upper Right: Conditioned air is introduced to the car through a grille mounted in the center of the dash. Lower

Left: Compressor, manual refrigerant valve, and automatic by-pass valve. Refrigerant is by-passed at speeds over 1,000 r.p.m. Lower Right: Close-up of Tecumseh compressor mounted on motor and driven by V-belt from double pulley on water pump.

tor, an installation can be made in a standard automobile in a few hours time. To prevent leakage of Freon, all joints and connections on the system are brazed.

Two test cars have been driven by Mr. Whitlock during the past 18 months. One, a Packard sedan, was sent on a trip through the southwest during the past summer to gather test data under all conditions. Mr. Whitlock's personal car, a La Salle convertible coupe, is also equipped with the cooling system.

At the present time the system is not being produced commercially, therefore is not available to the public. Mr. Whitlock plans to place the device with a manufacturer when patent matters have been adjusted.

Mr. Whitlock has also developed an air-cooled room cooler which measures 30 x 18 x 12 inches. Powered by a $\frac{1}{2}$ -hp. motor, this unit produces approximately $\frac{1}{2}$ ton of refrigeration at a fan capacity of 350 c.f.m. The refrigeration system uses a high side float and receiver tank; the entire unit weighs 128 lbs.

At the present time Mr. Whitlock is interested in constructing the entire mechanism of Dowmetal, thereby reducing the overall weight to the point where the room cooler will be portable.

Celotex Pays Dividend

CHICAGO—Board of directors of Celotex Corp., at a recent meeting, declared a common stock dividend payable Nov. 4.

Regular quarterly dividend of \$1.25 a share on the preferred stock was declared for the quarter ended Oct. 31, payable Nov. 1.

Acid Resistance Test Handbook Prepared By Porcelain Institute

CHICAGO—Porcelain Enamel Institute has announced publication of a revised edition of the handbook known as "Test for Acid Resistance of Porcelain Enamels."

This publication was prepared under the direction of the institute's committee on standardization of tests, of which W. N. Harrison of the National Bureau of Standards is chairman. It has been officially adopted as the "standard test," replacing the "tentative test" issued by the institute some time ago.

Included in the manual are complete instructions under each classification for simple methods of determining the acid resistance of porcelain enamels.

Copies may be obtained through institute headquarters.

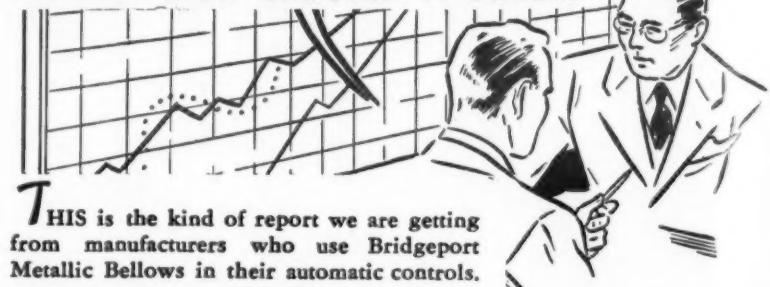
Neoprene Insulators on Electrical Test Clips Defy Disintegration

CLEVELAND — Electrical test clips with neoprene (du Pont's chloroprene rubber) insulators which will not disintegrate upon exposure to excessive heat, oils, chemicals, grease, or other severe working conditions, have been announced by Mueller Electric Co., longtime manufacturer of insulated test clips.

While possessing this extreme durability, the company claims that the insulators have lost none of the favorable properties of rubber, such as strength, resilience, elasticity, and abrasion resistance.

The Mueller company reports that the new clip has solved a serious problem in the plant of one electrical manufacturer where all clips are used in constant contact with oil.

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The Bridgeport Bellows is usually more sensitive, more accurate, more compact and less subject to corrosion than other types of control.

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Detroit A.S.R.E. Maps Tentative Program For Entire Coming Season

DETROIT—A program of technical and social meetings carrying all the way through next June was mapped at a special meeting of the program committee of the Detroit section of American Society of Refrigerating Engineers held Sept. 13 in the offices of the NEWS.

Present at the meeting, which was conducted by H. F. Hutzel, chairman of the Detroit section of the society, were R. C. Doremus, Ira Rindell, John Wyllie, Jr., F. M. Cockrell, and George Taubeneck. John T. Schaefer, director of Air Conditioning Manufacturers Association's bureau of information, was present as a guest.

Meetings of the society will be held on the third Tuesday night of each month, it was decided, unless special events or pre-arranged dates with contemplated speakers make a change necessary.

Planning the year's program in advance, the committee believes, will give members of the society a chance to participate in a variety of technical meetings devoted to different phases of refrigeration, and to make plans for attendance in advance.

The season's series of programs will open on Oct. 18 with an address by Prof. A. D. Moore of the University of Michigan. A technical movie also will be shown. Chairman of this program is Mr. Wyllie.

The meeting on Nov. 15 will feature a talk by Dr. Bion R. East, technical consultant of Vitex Laboratories, Inc., Harrison, N. J., who has been an important factor in the development of Vitamin D milk. Dr. East will tell about some of the interesting experiences he has had in his contacts with government authorities, state universities, dairy organizations, and others who influence or administer regulations affecting food in general and dairy products in particular. Mr. Cockrell will be chairman of the meeting.

December meeting, to be under the chairmanship of Frank West, will be moved up to Dec. 7 because of a previous arrangement with the speaker, R. A. Kirkpatrick, who will talk on Boulder Dam.

January meeting will be a social meeting for members and their guests, with no technical session planned for Detroit because of the convention of midwestern ASRE sections which is planned for during the all-industry exhibition in Chicago, Jan. 16 to 19.

Feb. 21 meeting will be devoted to air conditioning, with arrangements for the speaker to be handled by Mr. Schaefer. Meeting March 21 will be devoted to fruit storage, under chairmanship of Mr. Hutzel; April 18 meeting to controls, with Mr. Doremus as chairman; and May 16 meeting to frozen foods, with Mr. Taubeneck as chairman.

Winding up the year's activities will be a golf party and stag some time in June, under the direction of George Bright.

Alternate topics, which may be substituted on the program in the event that a change in one of the scheduled meetings is necessary, include a discussion of ultra-violet rays for preservation of meats, welding practice as applied to the refrigeration industry, and insulation.

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V-BELTS
Silent, vibrationless, dependable, long-lasting. Powerful grip prevents slippage. A nearby distributor carries a complete stock for appliances and machines.
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- 3 Operates at positive pressures, even at sub-zero temperatures.
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a rugged, permanent seal against leakage.

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Service News

Who Will Handle Service Problem If Automobiles Are Air Conditioned?

By Henry Knowlton, Jr.

DETROIT—The problem of servicing refrigeration and air-conditioning systems on passenger cars, trucks, buses, and other vehicles is considered by W. T. Ramsey, manager of the automotive heating and air-conditioning division of Evans Products Co. here, to be one of the most perplexing problems to confront the industry.

Eventually many automobiles will be equipped with cooling systems, and it is admitted that these systems will require service at times. Who is to handle the service, where will it be available, and how will the public be educated to the necessity of getting expert attention on an automotive system?

Mr. Ramsey points to the fact that automobile owners have been accustomed to getting swift, efficient service on their cars. The days of "tinkering" in a garage are over. The replacement policy of most automotive manufacturers makes it possible to have almost any part of a car changed in an extremely short time.

One solution to the problem, Mr. Ramsey believes, would be for each garage to have an independent refrigeration service man on call at all times. The difficulty cited in this method of handling the situation is caused by the fact that during the "season," when automobile cooling systems would need repairs, most

service men are working at top speed to take care of their regular business.

Another method outlined by Mr. Ramsey would be the education of garage mechanics in the servicing of refrigeration. Again, Mr. Ramsey sees many difficulties in the way of this method, as ample experience in handling refrigerants is necessary before a mechanic is capable of doing work on a system.

"As we see it, the problem is serious," Mr. Ramsey said. "Suppose Mr. and Mrs. Harrington are driving west in their new air-cooled car. Near Tulsa, Okla., something goes wrong with the cooling system. If Mr. Harrington goes to several garages in Tulsa and cannot get service on the cooling system on his car, and no service is available, he is going to be a poor prospect for another system on his next car, and will tell his friends not to fool with the device."

Mr. Ramsey is interested in getting opinions from refrigeration service engineers, refrigeration contractors, and engineers in the industry about the possible solution of this problem.

"Automobile air conditioning is just around the corner," Mr. Ramsey said, "but some solution to the service problem must be found before the industry can develop on a national basis."

RSES Convention Program Lists Practical Talks

(Concluded from Page 1, Column 2) tainment has been arranged for service men and their wives who will attend the three-day affair. Morning sessions will be devoted to business, and evenings to entertainment, with afternoons left open for sight-seeing trips or visits to exhibits of participating manufacturers.

Official business of the society will occupy the convention's opening session Wednesday morning, Nov. 2.

After the call to order by D. B. Schuster, president of the Niagara Frontier chapter, the invocation, and a welcome by a representative of the city of Buffalo, national officers will be introduced. Then will follow the address of National President W. Hall Moss, and reports of Secretary H. T. McDermott, Treasurer S. A. Leitner, and various committees.

Convention committees then will be named, and other business announcements made. Afternoon will be taken up by a tube-bending contest, and a sight-seeing trip to Niagara Falls. An "amateur night" will feature the first evening's entertainment.

A "question box" conducted by George H. Clark will open the business session on Thursday, Nov. 3. "A Generation in Refrigeration Service" will be discussed by A. Hulbert, and "The Control of Beer Quality" will be outlined by C. D. McLaughlin.

Following a sound film, "They Know How," V. E. Hall will speak on "Dryers and Drying Agents," and V. E. Graff of Ranco, Inc. will dis-

cuss "Controls and Their Servicing." A report of the nominating committee and election of officers for the coming year will wind up the day's business convalesce.

Another sound film, this one titled "Imprisoned Freshness," is scheduled for the afternoon, and the annual R.S.E.S. banquet and entertainment will be held that night.

Program for Friday, Nov. 4, will lead off with a few "Refrigeration Service Tips," by A. Walter, after which "Servicing Hermetics" will be discussed by S. R. Thompson. "Selling America," a sound film, will then be exhibited, to be followed by discussions on "Servicing Ice Cream Cabinets," and "Pressure Drop of Liquids Through Tubing."

As in past years, all meetings will be held on the same floor of the hotel as manufacturers' exhibits.

Julien P. Friez Takes Over Nicostat Products, Inc.

BALTIMORE—Julien P. Friez & Sons division, Bendix Aviation Corp., has announced purchase of the business of Nicostat Products, Inc., Buffalo.

The Nicostat Co. has developed a line of magnetic gas valves for either slow or quick-acting performance and based upon the patented principle of the "floating disc." A moderately priced safety pilot assembly also is included in the line.

Entire physical activity of the Nicostat Co. is being moved to Baltimore, the personnel being transferred including Nico Borresen, engineer, and G. P. Knowles, general manager.

D. P. Heath Joins Mueller Engineering Dept.

PORT HURON, Mich.—Delos P. Heath has joined the engineering department of Mueller Brass Co. here, manufacturer of valves and fittings and other parts for refrigeration systems, and will be active in designing and developing new products for refrigeration and air-conditioning work, it was announced here last week.

Mr. Heath is a veteran refrigeration engineer, having been associated with Servel, Crosley Radio Corp., Kelvinator, McCord Radiator & Mfg. Co., Midland Steel Co., and Detroit Air Meter Co.

He took a prominent part in the development of the plate-type evaporator used in household electric refrigerators, and in other engineering and design developments. He is a long-time and active member of the A.S.R.E.

Mr. Heath was graduated from the U. S. Naval Academy at Annapolis in engineering in 1910, resigning his commission with the Navy in 1922.

Roberts Brass Purchased By American Brass Co.

MILWAUKEE—The Roberts Brass Co., distributor for Anaconda brass and copper products for 20 years with headquarters at 229 E. Lincoln Ave. here, has been purchased by the American Brass Co.

The Milwaukee warehouse and stocks will be continued with Ralph O'Connor as local manager.

New Respirator Designed For Ammonia Service

SOUTH BEND, Ind.—A new rubber-constructed respirator, designed to protect the lungs of refrigerator workers and others who must work where ammonia gas prevails, has just been put on the market by H. S. Cover here. The new product will be introduced at the silver jubilee Safety Congress in Chicago, Oct. 10 to 14.

Of the twin-filter type, the new respirator is equipped with twin cartridges of special copper sulphate content, for air filtration.

Air filter apertures have been placed back at cheek location, for better distribution of the respirator's light weight. Exhalation valve has been located close to the mouth, for positive elimination of breathed air.

Face piece is of soft rubber that makes an air-tight fit, and a face cloth is provided for comfort as well as a safeguard against dermatitis. Cartridges containing charcoal also are available.

Kenmore Products Moves Manufacturing Plant Outside of Buffalo

LYONS, N. Y.—Kenmore Machine Products, Inc., manufacturer of Kenmore oil separators and high side floats, has just moved from Buffalo to a new and larger plant here, some 35 miles east of Rochester, N. Y.

The new plant triples the company's available production space. Located on the main line of the New York Central, the plant has a private siding for shipping convenience.

J. A. Smith is general manager of the company; G. W. Smith is in charge of engineering and sales.

Schaefer Brushes Aid In Cleaning of Tubing

MILWAUKEE — Schaefer Brush Co., manufacturer of industrial brushes, has just announced a new line of copper tube fitting brushes, of special interest to service men working with copper tube fittings.

The brushes are designed to solve the difficulty often experienced by service men in machining out the inside of copper tube fittings to make a smooth surface for soldering. Heretofore, the company claims, the only method by which the irregular inner surface could be smoothed out "on the job" was with steel wool or emery paper, wound around a screw-driver or a finger.

The new Schaefer copper tube fitting brushes are made in sizes to fit standard tube diameters from 1/2 to 2 inches. Constructed of tempered steel rust-proof wire, one or two turns of the brushes will machine out the inner surfaces of the tubing, taking off any irregularities and producing a fine soldering surface, the company asserts.

Brushes are easy to use, the company claims, and have a wide grip wooden handle.

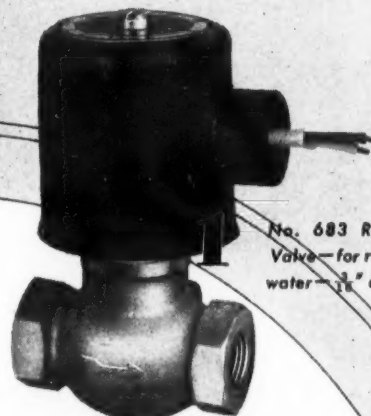
Chicago Contractors Plan Golf Outing

CHICAGO—Members of the Refrigeration Service Contractors' Association of the Chicago Master Steamfitters' Association will hold a golf tournament on Thursday, Oct. 6, at the St. Andrews golf course here.

George Monjian is president of the association, O. Heide is vice president, Harry Drownes is secretary, and John Jennings is chairman of the entertainment committee for the tournament.

DETROIT SOLENOIDS

Take no time off



No. 683 R-3 Solenoid Valve—for refrigerants or water—1/4" or 1/2" orifice.

WHEN a Detroit Solenoid Valve goes to work for you it stays

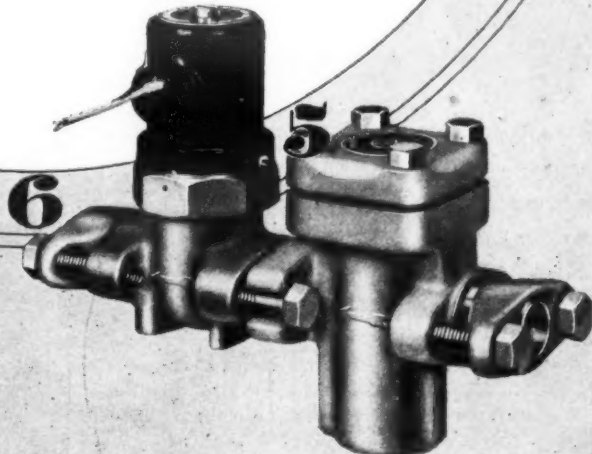
on the job—no time off—no vacations—no need for further supervision.

Detroit Solenoids have plenty of power and the "shading coil" construction makes them noiseless in operation. They are positive acting—the powerful, moisture resisting coils insure opening at high pressures and a "kick-off" spring prevents sticking.

There is no danger of body leakage because the bodies are cast of the same impervious brass alloy that has given Detroit Expansion Valves their enviable reputation.

Detroit Solenoids are available in a wide variety of types and sizes for water, refrigeration liquid and suction lines, oil, air, gas, etc. A large selection of connections simplifies installation.

Write for detailed information on sizes and prices



No. 686-R Solenoid Valve—flanged type—assembly to No. 782 Strainer for refrigerants or water—1/2" or 3/8" orifice.



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Division of American Radiator & Standard Sanitary Corporation
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AIR CONDITIONING • REFRIGERATION •

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We manufacture an exceptionally complete line of Valves, Fittings and Accessories for Mechanical Refrigeration and Air Conditioning.

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MUELLER BRASS CO.
PORT HURON, MICHIGAN

Distributor-Dealer Doings

Georgia Power Salesmen Still Over Quota In Drive

ATLANTA — Sales by Georgia Power Co. salesmen in the company's current "plus-value" refrigeration campaign climbed up to 77% of quota in 72% of the selling time, according to reports covering the fourth period of the drive.

Frank Dodd of Augusta maintained his lead of division sales supervisors, with 95.33% of quota, but Fay Pearce of Atlanta loomed as a "home stretch" threat by increasing his percentage to 86.25.

Territories covered by five men had more than sold their campaign quotas through Sept. 6. The men were: H. G. Hamilton, Decatur, 143.48%; I. H. Morehead, Jr., Atlanta apartment house group, 125%; C. P. McRae, Brunswick, 120%; F. C. Wilson, Vidalia, 103.13%; and J. A. Simmons, Waynesboro, 109.17%.

Outstanding salesman in class "A" during the fourth period was M. K. Ballard of Decatur.

'Sunday Closing' Halted By Small Appliances

DETROIT—Action upon the "Sunday closing" ordinance proposed for metropolitan Detroit appliance, furniture, and hardware stores has been delayed pending the working out of some sort of an agreement with those drug stores which merchandise such small electrical appliances as fans, toasters, and heaters, reports E. C. White, president of Detroit Retail Furniture Association and president and treasurer of Detroit Appliance Dealers Association.

Mr. White, who sponsored the ordinance and submitted it to the city's Common Council, declares that the drug store problem is the only obstacle which must be hurdled.

Kivett Doubles Size

ASHEBORO, N. C.—Kivett Electric Co., General Electric dealer here, has doubled the size of its store and has remodeled the interior.

Trade-In Allowances, Other Rules, Changed By Milwaukee Union

(Concluded from Page 1, Column 4)
principle of union or employee-control of basic business policy, in which the matter of trade-in allowances and cash discounts obviously falls, is wrong.

These dealers believe that trade practice matters should be left for the dealers to work out among themselves, without the help (or influence) of the union's "big stick," and that the salesmen's organization should confine itself to wages, hours, and working conditions of its members.

On the other hand, the union believes that, with the conditions brought about by unfair trade practices and faced by Milwaukee dealers six months ago, no dealer would be financially able to guarantee a fair salary to his salesmen. Elimination of unfair trade practices to permit the dealer to make his legitimate profit had to come before a wage proposal, in the union's opinion.

TRADE-IN SCHEDULE

New trade-in allowances schedule, adopted instead of the proposed Appliance Exchange Bureau, makes these provisions:

Domestic Refrigerators: On ice boxes taken in trade on current model electric refrigerators, the allowance shall not exceed \$5. No ice box trade-in on electric refrigerators other than current models. Ten per cent allowance on the list price of "orphan" used mechanical refrigerators, and on lately developed, insulated, and "air conditioned" ice refrigerators, such as Coolerator, Everpure, etc., and 15% allowance on used mechanical refrigerators, models prior to 1934.

Electric Ranges: Ten dollars allowance on ranges carrying a list price of under \$100; \$15 allowance on ranges carrying a list price of under \$200; and \$20 allowance on ranges listed at \$200 and over.

Gas Ranges: No trade-in allowances on gas ranges listing under \$55, and 10% allowance on gas ranges listing at \$55 and over.

Washers and Ironers: No trade-in allowance on washers listing under \$59; 10% allowance on washers listing from \$59 to \$99; on washers originally selling for \$69.50, when the machine being sold is over \$99 list, an allowance of \$35 may be granted on models from one to three years old, and \$25 on models over three and under seven years old. On all older used washers, the maximum 10% allowance prevails.

Dealers are to enter on billing the model, serial number, and make of the used washer traded in, and the billings are to be made available to the representative of the union on demand.

Ironers: Ten per cent allowance only when a used ironer is traded in.

Radios: No trade-in allowance on radios listing at less than \$25; 10% allowance on radios listed from \$25 to \$75; 15% allowance on radios listed from \$75 to \$125; and 20% allowance on radios over \$125.

There is no fixed allowance when the used radio traded in is less than one year old. Excessive allowances are not to be advertised on obsolete model radios, and price comparison, showing last year's list price and this year's new list price, is permissible.

Radio Combinations: Fifteen per cent radio trade-in allowance on combinations listing from \$100 to \$300; 20% allowance on combinations listing over \$300; and no fixed allowance on used combinations, which are to be set by the dealer.

Other Appliances: No trade-in allowance on disposal units, dishwashers, and small appliances, except those set up by the distributors or manufacturers.

No premiums or free gifts are to be permissible over the maximum schedules set forth, unless such special deals are announced on a national basis by the manufacturer, and there is to be no further allowance in the way of a discount, except a 1% discount may be allowed for cash in 90 days and a 2% discount for cash in 30 days, to meet trade-stamp competition.

There shall be a 6% minimum financing charge.

In Norge Omaha Distributing Setup



W. F. Protzman, left, vice president and general manager of Storz Supply Co., Omaha, Neb., recently appointed Norge distributor. Ralph E. Dunn, right, heads the company's Norge division.



Nilsson Co. Celebrates Move To New Quarters

GRAND RAPIDS, Mich.—The Nilsson Distributing Co., distributor of the complete line of Hotpoint appliances in this territory, has just moved into new headquarters at 206 Jefferson Ave. S.E. here containing twice the display and warehouse facilities that its former location afforded.

Celebrating the opening of its new quarters, the Nilsson firm held open house for the public on Saturday, Oct. 1, following a fall training school for about 75 of its dealers on the previous day, conducted by seven members of Hotpoint's national sales organization.

A model electric kitchen, completely equipped with refrigerator, range, dishwasher, waste disposal unit, and small appliances, is a feature of the new display headquarters. The company operates a kitchen planning department for dealers and customers, and is also distributor for Whitehead Metal Products Co. kitchen cabinets and equipment.

Nilsson Distributing Co. was started in 1934 by Alfred Nilsson and his son, Walter. At the start, the firm was operated from the Nilsson home, and consisted only of a floor washer line. Stock was warehoused in a separate building.

Within six months, the Nilssons had rented a store and warehouse on Wealthy St., and on Dec. 31, 1936, took over distribution of the Hotpoint line from General Electric Supply Corp. and moved to a downtown building that provided more display and warehouse space.

At that time, J. Eugene Wright came into the organization. With the Nilssons, he is now owner of the firm. Alfred Nilsson has retired from active participation in the management, but retains his interest. Walter Nilsson is general manager of the company, and Mr. Wright is sales supervisor.

The elder Nilsson, who had been visiting his native Sweden for several months, returned last week to be present at the opening of the new quarters.

Announcing the firm's new location and its open-house celebration was a two-page section in the Sept. 20 Grand Rapids Press, including pictures of the new establishment and its model kitchen, stories of the opening, the company's history, and various Hotpoint products, and congratulatory advertisements from local Hotpoint dealers and other Grand Rapids firms who supplied equipment and services in connection with the new quarters.

Friday's fall sales training school, one of a series being conducted throughout the country by members of the Hotpoint national sales organization, took dealers and salesmen all through the complete Hotpoint line, emphasizing the value of intelligent selling and demonstration of the products in building up fall volume.

Members of the Hotpoint factory organization who conducted the school included W. H. BonDurant, Cleveland district manager; G. W. Fischer, district representative; J. E. Brickenden, water heater specialist; Miss Bess Harris, home economist; E. Bryant, refrigeration specialist; V. K. Stalford, kitchen sanitation and laundry equipment specialist; and Ed McGregor, stage manager.

Marion Hardware Remodels Interior & Rebuilds Store Front

MARION, S. C.—Marion Hardware Co., General Electric dealership headed by Otto Mathis, has completely remodeled the interior of its store and has rebuilt the store front and show windows.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACTS OF CONGRESS OF AUGUST 24, 1912, AND MARCH 3, 1933.

Of Air Conditioning & Refrigeration News published weekly at Detroit, Michigan for Oct. 1, 1938.

State of Michigan (ss.

County of Wayne)

Before me, a notary public in and for the State and county aforesaid, personally appeared F. M. Cockrell, who, having been duly sworn according to law, deposes and says that he is the publisher of the Air Conditioning & Refrigeration News and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher: F. M. Cockrell, 18090 Wildemere, Detroit, Mich.

Editor: George F. Taubeneck, Webster Hall, Detroit, Mich.

Managing Editor: Phil B. Redeker, 30 E. Philadelphia, Detroit, Mich.

Business Manager: John R. Adams, 8616 Terry, Detroit, Mich.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Business News Publishing Co., 5229 Cass Ave., Detroit, Mich.

F. M. Cockrell, Detroit, Mich.

Margaret B. Cockrell, Detroit, Mich.

M. Helen Cockrell, Detroit, Mich.

George F. Taubeneck, Detroit, Mich.

Phil B. Redeker, Detroit, Mich.

John R. Adams, Detroit, Mich.

3. That the known bondholders, mortgages, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so sworn to by him.

(s) F. M. Cockrell

Sworn to and subscribed before me this 22nd day of September, 1938.

[Seal] (s) R. E. Tucker

(My commission expires Jan. 7, 1942.)

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Stoker News

Iron Fireman Co. Buys Lang Body Plant For Possible Expansion

CLEVELAND—Following recent convention reports that sales of Iron Fireman stokers are running ahead of the 1937 peak, officials of Iron Fireman Mfg. Co. here announce the purchase of the Lang Body Co. plant for a cash consideration of \$100,000.

Officers of the Iron Fireman company report that their present plant is running at full capacity with a full shift of employees. The Lang plant was purchased to afford room for expansion, and will be used as the need arises and after leases held by a number of small tenants have expired.

The Lang Body plant, located at 3088 W. 106th St., embraces six acres of land having on it a four-story building, one of three stories, and several of one story, a total of 200,000 sq. ft. The property is one block from the present plant of Iron Fireman, enlarged last year to 150,000 sq. ft. of manufacturing space.

Buildings on the Lang property were erected about 15 years ago. The seller was J. C. Hipp, trustee in bankruptcy, represented by Vickery & Vickery and D. C. McDonald of Hollington & McDonald. The Iron Fireman company was represented by Jules Eshner of Davies & Eshner. During recent years the Lang property has been the subject of litigation over the size of Cuyahoga county claims made for taxes.

Delco-Frigidaire Names Stoker Dealer In Memphis

MEMPHIS, Tenn.—Memphis Gas & Electric Appliance Service Co. has been appointed a dealer for the new Delco-Frigidaire coal stoker, which is distributed in the Memphis district by McGregor's, Inc.

The company will continue to service and install refrigeration, air conditioning, ranges, water heaters, and attic ventilation equipment, says George Uetz, manager.

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'Free Coal' Offered In Sales Plan Used By Tru-Temp Dealer

DETROIT—Crouch Corp., maker of Tru-temp domestic stokers, has recently opened branch offices and display rooms on Woodward Ave. and Buena Vista St. here. Main offices of the company are at Birmingham, Mich., a suburb of Detroit.

With the opening of the branch, Crouch Corp. offered, through full-page advertisements in metropolitan Detroit newspapers, a Tru-temp domestic stoker for \$249.50 with eight tons of White Oak coal free.

This selling policy was later modified to an offer of a Tru-temp stoker for \$248.50, installed, with eight tons of coal for \$1.00.

Within the last few days the policy has again been altered. A reduced price is made on a Tru-temp stoker to a purchaser of eight tons of White Oak coal at prevailing retail coal prices.

In each of the three offers, the customer paid the same amount, \$249.50 for the coal and stoker.

The Detroit branch of Crouch Corp. is under the management of Sidney Akridge, who was formerly in charge of stoker sales for the Republic Supply Co., Combustioneer distributor here. Previously Mr. Akridge was associated with the Iron Fireman Mfg. Co.

Tru-temp stokers marketed by Crouch Corp. are manufactured by Kingston Products Corp. at Kokomo, Ind.

Distributor Appointed By Conco-Sampsel

MENDOTA, Ill. — The Conco-Sampsel Stoker Corp. has announced the appointment of Waterbury Furnace Co., Superior, Wis., as distributor for the Conco line of automatic coal stokers in the Superior-Duluth territory.

H. L. Peters, owner of the company, is distributor for the Waterman-Waterbury line of heating equipment in the same territory.

Ice Company Will Sell Freeman Stoker Line

BIRMINGHAM, Ala.—Home owners may now buy a coal stoker from an ice company here, the Freeman line of stokers having been taken on by the Birmingham Ice & Cold Storage Co.

Schneider Firm To Handle G-E Conditioners

CINCINNATI—M. A. Schneider, secretary of Mid-States Engineering Co., General Electric air-conditioning distributor in Dayton, Ohio, has organized Central Engineering Co. to take over distribution of the G-E air-conditioning equipment.

Mid-States Engineering was dissolved following the recent sudden death of its president, Cooper Pogue. Mr. Schneider is president of the new firm, which has headquarters in the Southern Ohio Bank building here.

Hollister General Electric Home Appliance Store is the Dayton dealer for Central Engineering.

Symington Is Elected Emerson President

ST. LOUIS—W. Stuart Symington has been elected president and general manager of Emerson Electric Mfg. Co., succeeding Joseph Newman who will continue as chairman of the board until Jan. 31, 1939, it has been announced.

Raymond E. Otto, manager of motor sales, has replaced L. F. Blough as vice president, Mr. Blough having resigned last April.

E. L. Splitstone, chief engineer, succeeds J. A. Rodgers.

Gray & Bonds Establish Detroit Stoker Dealership For Delco-Frigidaire

DETROIT—Engineered Heating & Cooling Co., in which Robert M. Gray and Richard H. Bonds are partners, has opened new offices and showrooms at 66 W. Baltimore here, for the purpose of selling Delco stokers and Frigidaire room coolers.

Both Mr. Gray and Mr. Bonds have been associated with the stoker industry here for several years, most recently as managers of the Dearborn Stokol Co. and the Grosse Pointe Stokol Co., respectively, dealers for James & Roach, Stokol distributors.

"The stoker business is going through a transition period," Mr. Gray said. "At present there are over 300 manufacturers of stokers, many of which will be eliminated from the field in the next few years. Our idea is that the large, outstanding companies will eventually have the bulk of the business, and that stoker companies will follow the same cycle of elimination that has taken place in automobiles and refrigeration."

All installations of Delco stokers in the Detroit area will be handled through the service department of the Delco-Frigidaire zone office, located in the General Motors research building.

Engineered Heating & Cooling Co. has arranged for a program of local newspaper advertising through the fall season.

Stokol Books 1,226 Orders In August Campaign

INDIANAPOLIS—Twelve hundred and twenty-six orders for Stokol stokers, having a retail value of approximately \$331,020, resulted from the "Sell-Ebration" campaign held by the Schwitzer-Cummins Co. during August, according to Louis Schwitzer, president.

The combined orders created 67,430 work-hours for employees of the company, which, executives assert, is equal to year-around employment for 30 men.

Factory production has been steadily increased, and work in the shop has been provided for more than 200 additional men in the past 30 days.

A second production line has been added for the assembly of commercial stokers, and the third is devoted to the construction of the Stokol-Heat unit, a stoker-fired winter air-conditioning system, Mr. Schwitzer says.

Morris Austin Appointed Dealer For Freeman

ASHEVILLE, N. C.—Morris Austin Co., appliance dealership here, has been appointed exclusive dealer in the Buncombe county territory for Freeman stokers.

T. N. Owen, formerly on the sales force of Carolina Power & Light Co. has joined the Morris Austin organization as service manager, replacing D. B. Lanning, who continues with the company as retail salesman.

Anthracite For Stokers Promoted By Coal Co.

DETROIT—Promoting the sale of anthracite "Blue Coal" for use in domestic and industrial stokers, Delaware-Lackawanna & Western Coal Co. is conducting special meetings in 14 major cities, according to J. V. McQuillan, regional manager for the company here.

The Detroit meeting was held at the Hotel Statler Sept. 21, when anthracite coal and stoker dealers met to hear an address given by J. Nelson Stuart, advertising and sales promotion manager of the coal company.

Augmented by professional actors, the program included a series of one-act playlets depicting dealer activities. The motion picture, "Selling America," which is based on the life of Benjamin Franklin, was a feature of the program.

H. A. Smith, president of the Delaware-Lackawanna & Western Co., addressed the meeting over a public-address system by means of a long distance telephone hook-up from the company's headquarters in New York City.

Combustioneer Distributor For Cleveland Named

CLEVELAND—J. B. Selover, 1101 Power Ave., has been appointed distributor for the Cleveland area by Steel Products Engineering Co. of Springfield, Ohio, manufacturer of Combustioneer stokers.

THE BUYER'S GUIDE

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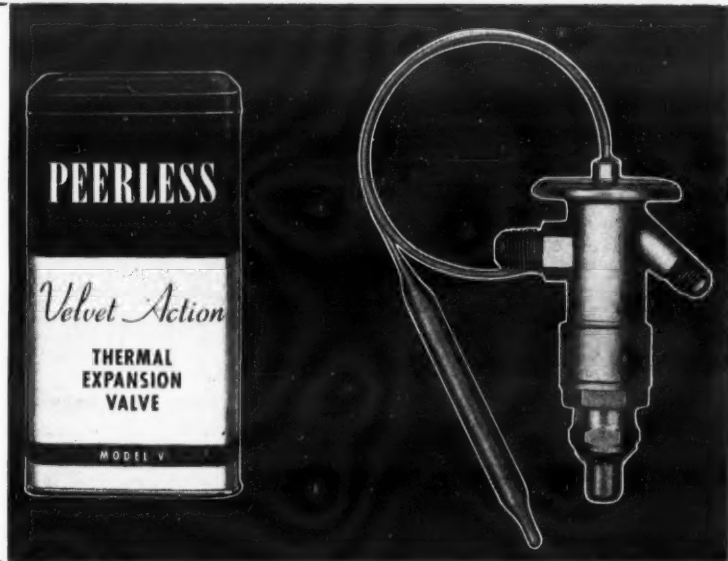
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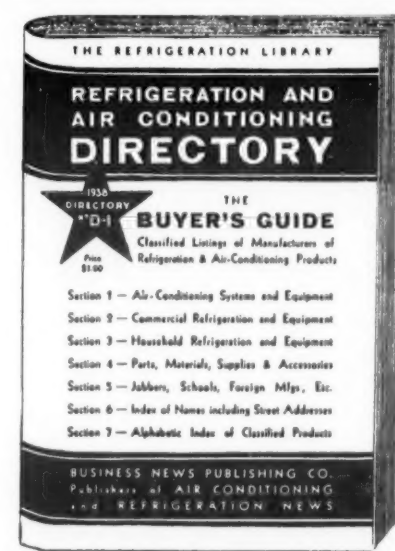
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Industrial Relations

Swedish Store Has Own Pension Scheme, Sick Fund, Education Plan & Savings Bank

BOSTON—In describing the industrial relations in a Swedish department store, Goran Holmquist, director of A/B Nordiska Kompaniet, Stockholm, Sweden, told the members of the Boston Conference on Distribution, held here last week, that his store, like most Swedish business organizations, early realized

the importance of creating personnel goodwill, and has steadily pursued a progressive staff policy.

The staff of 2,000 persons is regarded as one of the foremost assets of the store, he pointed out, and for this reason the policy of the management is to promote the standard of the staff by such measures as

security of employment, high salaries, internal promotion, staff training, good working conditions, and general welfare.

"At present," Mr. Holmquist stated, "20% of the population between 15 and 65 years of age are members of the Swedish Confederation of Trade Unions."

"With respect to our store, most of the persons employed in work rooms, stockrooms, and in delivery, technical, and cleaning services are members of trade unions."

"The number of unions is as great as the number of trades represented, and there are in the store at present over a dozen collective agreements in force, embracing about 40% of the total staff."

"The store in its turn retains membership in a number of employers' organizations, which conduct the necessary negotiations with the trade unions."

EMPLOYEE TURNOVER LOW

"The length of employment is remarkably high and is a good indication of the stability in our industrial relations. Last year's statistics show that 15% of the total staff had been attached to the store for more than 20 years, 50% for from five to 20 years, and finally, 35% had stayed with the store for less than five years."

"The recruiting of sales and office staff is to a very large extent done through inside promotion by the training of juniors."

Financially, Nordiska Kompaniet employees are assured old age pensions, after 65 years for men and 60 for women, invalidity or sickness pensions for employees forced to retire earlier, and a family pension to surviving widows and children in the event of an employee's death, Mr. Holmquist said.

SPLIT PENSION COST

Actual costs of the pension schemes, Mr. Holmquist declared, amount to about 10% of the total salary of each associated member, and are shared in equal parts by employer and employee. The employee pays 5% of his monthly salary to the fund, and the company pays an equal amount to the Pension Society, whose funds Mr. Holmquist said amount to \$1,750,000.

"At present, over 50% of the total staff are members of the Pension Society," he informed the conference, "whereas staff members engaged through collective agreements are excluded from the pension scheme."

Sales clerks receive a fixed salary plus a commission of 1 or 1½% on sales, according to the department. This commission, Mr. Holmquist estimated, amounts to 20% of the fixed salary of each.

WORK HOURS

Sales clerks' working week is 49 hours, reduced to 45½ in summer. Office staff works 39½ hours a week all year around; delivery and work room staff work 48 hours a week.

Paid holidays are granted according to type and period of employment, selling and office staff receiving, as a rule, two weeks' vacation after about a year's employment.

Other employees receive up to three weeks, depending upon length of employment and their age.

With certain provisions, full salary is paid in case of sickness. There is a welfare department, organized in 1913, which now has a fund of \$150,000 for welfare work, amassed from donations.

EDUCATION AND RECREATION

Education scholarships are offered for young staff members, a seashore house is maintained for staff recreation, medical treatment and consultation are provided free, and membership in sickness benefit funds is arranged by the welfare department.

Savings deposits at a comparatively high interest rate are received, a lending library is maintained.

"The reason why the social problems in general have been solved in a relatively successful way in Sweden," Mr. Holmquist concluded, "may be attributed to the fact that most of the big employers have been very ready to bridge the gap between capital and labor and to make concessions to the labor part before their claims were due on the political stage."

"By removing old remnants of injustice and by granting liberal conditions before they were fought for, the social atmosphere has been cleared without too many political thunderstorms."

Many Problems Seen In Wage-Hour Law By Gall; Cites British Labor Relations

PITTSBURGH—What the President's commission revealed about the administration of labor laws in England, and the problems which confront the administration of the new wage and hour laws in this country, were discussed by John C. Gall, counsel, National Association of Manufacturers, in his talk before the meeting of the American Trade Association Executives here recently.

"The commission commented upon the relatively few strikes in England," Mr. Gall declared. "It is difficult to determine accurately all the reasons for this condition, but it may be useful to set forth those we can identify:

FACTORS IN ENGLAND

"(1) The government is absolutely impartial as between the employer and his employees, in case of a strike."

"(2) Unemployment benefits are not payable to strikers."

"(3) The English people are devoted to law observance primarily, but to law enforcement if necessary. Hence, no strike based on the use of violence can succeed, and unions do not ordinarily call strikes unless there is real merit in their case, at least in their own opinion."

"(4) The British labor leader is ordinarily much more conservative than here. Many things tend toward this result, one of which is that he is usually experienced, is well paid, and, in the case of registered unions, his compensation is required to be made public. Thus, he tends to become employer-minded as time goes on. Furthermore, it is said there are few, if any, aliens in positions of authority in the unions; and most unions take vigorous steps to exclude communists."

PROCEDURE DEMOCRATIC

"(5) The procedure for calling strikes is very democratic. The secret ballot is customary; the elections are honest; and the union must be sure of a majority vote favoring a proposed strike. Rule of the union's action by a minority is said to be unheard of. It should be added, however, that there is no law regulating the method to be employed by the union in calling a strike."

"(6) The employer cannot be forced by any governmental agency to negotiate with the strikers or their representatives during a strike."

"(7) The employer is free to elect to deal with another union, if there is another and he prefers it. In practice, no recent examples of this were found, but it is a correct statement of the employer's undoubted legal right."

"(8) In every strike, the strikers know that they take the risk of not being reinstated if they lose. There is no labor board standing by to order their reinstatement; and in any event they do not receive back pay, although they may receive some strike benefits from the union."

"It is not intended to imply that these are the only reasons for the relatively few strikes in England, or that all these reasons are effective ones, but all are potential factors entering into the situation."

AMENDMENTS NECESSARY

Mr. Gall expressed the view that substantial amendments to the National Labor Relations Act would be necessary in order to achieve the balance between employers and employees, which is the essential feature of labor relations in Great Britain.

The speaker emphasized throughout his discussion that the essential principle of British practice is that both employer and employee should be as free as possible to work out their own problems without intervention of the government, and that the government intervenes only to the extent of protecting the public against practices which would be directly harmful to it.

Discussing the new Federal Wage and Hour Law, Mr. Gall said:

"It is obvious that there are many possible complications and difficulties. Many of these can be overcome by careful and moderate administration, and it is proper to say on this point that the new administrator should be commended for the spirit evidenced at the outset of his task."

"He has indicated that this is not

a task to be accomplished overnight; that he is more concerned with getting the right answers than with getting quick ones; that he is cognizant of many of the problems of industry and sincerely desirous of making the act work without maladjustments, and without imposing undue hardships on those to whom it may be applied."

"It is impossible to deal here with detailed questions of interpretation, particularly as official rules and regulations are not yet issued, but it is easy to see some of the major problems which will face the administrator at the outset."

"What is the permissible area of application of the act? How closely must it be confined to interstate commercial activities? To what extent can it be validly applied to purely local industries and trades?"

"What must be the character of effect of local activities to bring them within the reach of the commerce power? What is the position of service trades, as distinguished from manufacturing enterprises?"

QUESTIONS ON INDUSTRY

"What is an industry? Everybody thought he could answer that one when NRA was established; today few informed people will undertake to define the outer boundaries of any major industry. 'Overlapping codes' are still a bitter memory."

"What is a seasonal industry? Is it in some way related only to perishables? Or does it embrace all industries and operations which normally have peak seasons and slack seasons? If it extends to all types of industries, is the exemption to be accorded merely because the industry traditionally has peaks and valleys, or will it depend upon the ability of the industry to level out its employment under efficient management?"

"What about differentials? Probably there is no single phase of the matter that is so little understood. The average person thinks only of one type of differential, the geographical, and that of course is an important one."

"But American industry faces differentials at every turn: differentials between city and country; between domestic and foreign producers; between big units and small units; differentials due to superior natural advantages, such as waterways, coal deposits, accessibility to raw materials; differentials in freight rates; differentials in the degree of tariff protection accorded competing industries here; differentials in cost of living for reasons other than geographical; differentials due to superiority of skill of available labor in one place as against another; differentials in state and local taxation; etc."

COLLECTIVE BARGAINING

"To what extent will competition between two or more industries or products enter into determinations?"

"What about the fixing of wages above the minimum?"

"What is the effect of the collective bargaining provision of Section 7? The exception provided is contingent upon the collective bargaining agreement made with representatives of employees certified as bona fide by the National Labor Relations Board. But most union agreements are never before the board in any way."

"Only in the exceptional case where there had been an election and certification would a concern be entitled to the exception, if the strict letter of the law is applied. Or will some procedure be adopted by which the National Labor Relations Board passes upon the qualifications of all union representatives who negotiate contracts?"



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Flanders Describes 2 Classes of Employees— One Seeking Security, the Other Incentive, And Prescribes Treatment To Suit Both

WASHINGTON, D. C.—"There is no long time security without incentive and initiative, and it is the primary duty of government and of business to bring about the conditions which foster a revival of initiative and enterprise," declared Ralph E. Flanders, president, Jones & Lamson Machine Co., in his address, "The Balancing of Incentive and Security," given before the Seventh International Management Congress here last week.

"Probably most of us concerned with management have come to the conclusion that there are two broad categories of employees," said Mr. Flanders. "One is the routine worker whose principal desire is for steady work at good pay. The other type, much smaller in numbers, is spurred by initiative and desirous of assuming responsibility and of expanding his responsibility to the limit of his powers."

"These two classes considered in their broad human aspects do not constitute an inferior and a superior class. Both are necessary to industry. If all of us were in one or the other, industry could not survive."

MORE SEEK SECURITY

"Especially should it be remembered that the larger group which looks primarily for security in industry is not the inferior class of the two. In mental equipment, in moral sensibilities, in capacity for the highest satisfactions of life, there will be found at least as many superior individuals among those looking for security as among those spurred by incentive."

"Industrial management and responsibility is after all a highly specialized form of human activity. Those who are fitted for it are not thereby picked out as being superior human beings. They are simply better adapted to a specialized range of human activities."

A practical management problem arises, pointed out Mr. Flanders, in determining the amount and kind of incentive to offer this group which constitutes the larger portion of the employees of the individual business.

There are limits to the money incentive which can be applied from the purely mathematical standpoint of cost per operation, per piece, or per pound. The limits in desirable income stimulation in fact fall well below this mathematical maximum.

WHAT WAGES SHOULD DO

Any wage incentive which keeps this group unduly stirred up, whether by unnatural physical or mental effort on the one hand, or by fear as to the security of the wage arrangements on the other, is bad management in the long run whatever the short term effects may be.

But while there are limits to the monetary incentive, there are no

limits to the intangible incentives which may be offered, the speaker stated. The greatest available security of employment and of wage income both as determined by private business policy and by the stabilization of our economy are requisites for satisfaction in life to the great body of our fellow-citizens in industry.

Those who have lacked opportunity to become acquainted with the workman for whom these conditions have in some measure been provided, he said, will never understand the prideful relationship between the worker and his work which exists among them. The expansion of the conditions in individual business and in our economy as a whole which make this relationship possible will add immeasurably to the general happiness of the nation.

THE 'INITIATIVE' GROUP

"The smaller group," continued Mr. Flanders, "is one endowed with initiative and a willingness to take on responsibility; and from this smaller group the ranks of industry leadership are recruited. Such leadership it at its best when, either as viewed individually or as a class, it renounces complete security for itself, but is deeply concerned with security for those in its charge."

"The individual position of the old-fashioned capitalist group continues to become less and less secure as time goes on. In this country, at least, the heavy incidence of estate taxes and the continued multiplication of the number of stockholders in a given enterprise tend year by year to take the management of our productive wealth out of the category of inherited wealth and put it into a separate management class."

"We may almost say that the day of the capitalist has passed. Ownership is no longer as a rule vested in powerful individuals. Ownership is continuously more subdivided and fractionated. The opportunities of management are increasingly more and more open to those who can only gain them by other means than by inheritance."

"The new profession of non-owning management grows in importance. The means by which high position in management is obtained does not, of course, always assure the best possible men for the work; but the standard is surprisingly high, and there seems to be no doubt as to the desirability of the existing management class as compared with inherited management as we have witnessed it in its decline."

The labor union, said Mr. Flanders, occupies another sphere in which choice has to be made between security and incentive. In some industries the emphasis has been so strongly on security that wage rates and working conditions have been set at a level which decreases the volume of work which is available to that industry at prevailing costs.

The result is that those who have work under these conditions fare far better than in the past, but meanwhile many of their fellows are needlessly unemployed and the whole business machinery runs at an unnecessarily low rate of output, employment, and total payrolls. Thus the whole country falls below the general standard of living of which it is capable.

LABOR PROBLEM SOLUTION

"The solution lies in reversing that process by labor union activity and replacing it by competition in equipment and management whereby high wages can be paid, low prices maintained, the general purchasing power increased, and the standard of living raised."

"So far as the industries themselves are concerned, they are seeking a false basis of security for themselves in driving wages down and, in addition, they set up thereby destructive forces in the whole fabric of society. The remedy lies in the direction of greater risk in investment and a consequent insecurity in first appearance. But in the end this provides for the business, for society, and also for the employees far greater security than can ever be

obtained by the more reactionary policy."

"We must be careful to remember the fact, however, that undesirable labor union policies are but a reflection of a corresponding policy which has been attempted over and over again by management industry."

"The best solution, so far as concerns the general prosperity of a country and its standard of living, is thus the same for organized labor or organized industry. The proper balance between security and incentive must be maintained."

ECONOMIC PROBLEMS

The increasing delicacy of economic balance is plainly evident, declared the speaker, who finds it due to a number of causes, among which are the following:

(1) Present-day restrictions on freedom of trade between sovereign countries have restricted the flow of commodities from regions of plenty to regions of dearth, so that local depressions are less easily compensated for.

(2) Our money has of necessity shifted from a gold to a credit basis, and in so doing has become dependent for its volume and velocity of circulation on psychological factors which are difficult of control. "Business confidence" cannot be made to order.

(3) The spread of popular education has done its part. Hundreds of thousands and even millions of people are following the business indices who twenty years ago did not even know that they existed. Their purchases are going up and down with the stock market. They no longer act like the classical "economic man."

(4) As the standard of living is raised, a larger and larger percent of the expenditures of the mass of the population goes for goods whose purchase can be postponed. Not only can the purchases be postponed, but they are postponed, and billions of idle dollars are on occasion hoarded in our banking system that would be in active circulation if the holders of these funds were under any necessity for spending them.

(5) The very temper of our civilization is that of tension; and the hair-trigger temperament that goes with our life plays its part in the sudden and unpredictable movements in mass psychology which affect all of the preceding elements.

"Let us next ask ourselves, over what areas of our social existence should security be applied, and what areas should we leave to the influence of incentives?" Mr. Flanders stated.

YOUTH MUST BE SERVED

"What we can hold before ourselves as the ideal for youth is the nearest possible approach to equality of opportunity. This is a right possessed by the individual in a democracy. It is more than a right. It is a necessity for the perpetuation of democracy."

"We cannot afford to allow any talents to go unused and undeveloped. We cannot permit any abilities to lie undiscovered. We must prepare for an era of great expansion of education, not in its mere bulk so much as in the development of new kinds of education to fit more kinds of people in all kinds of situations."

"We are, moreover, faced with an emergency which requires that we act now in this matter. With the present varieties and distribution of education, the great majority of students do not carry their schooling beyond the grades. Of the remainder, the majority get through our present high school courses with difficulty."

"In the meantime, the age at which the boy or girl may go to work has been raised to 16 years and present tendencies will bring that minimum age before long to 18 years or even older. These empty, unoccupied years at the critical period in the life of the boy or girl constitute a serious menace, not only to the character development and future of the individual, but as well to the state and nation of which he or she will become an effective ruling element under our form of government. This educational problem must become a matter of first importance to us."

"At the other extreme of the life span, we have entered a new period of responsibility for old age. It has become a part of our social purpose to see to it that those who have worked faithfully during their years of strength shall, during their years of retirement, be assured of adequate

food, clothing, and shelter."

"We have made real progress in these last few years in defining and accepting our social obligations to youth and age. We have failed in developing the policies and institutions, and even the proper mental attitudes, required for such a direction of the productive years of men and women as will make it possible to support these new obligations for youth and age. It is in the reviving and freeing of the effort of the working years that our nation finds its duty and its opportunity."

"It is in the middle years that the full force of incentive must be provided and applied. Some security for unemployment, accident, and illness must be provided. But the whole atmosphere of maturity must be that of production, self-support, and the support of society as a whole."

"Speaking for this country alone, it is the conviction of your speaker that the spirit of enterprise and the response to incentive has been greatly diminished in industrial and mercantile leadership in the period since 1929. This spirit did not revive with anything like its old vigor even during the relatively prosperous year of 1937. Many reasons can be and have been offered for this condition."

"The physical frontier has disappeared; the population curve is flattening out; and automatic, irre-

sistible stimuli to business expansion are no longer available. These facts, more or less clearly realized, have perhaps tended to produce a state of pessimism in the minds of American business men."

"The other group of deterrents to a revival of initiative has come from government. On the one hand is the partial point of view of the social worker whose mind is fixed on security alone. On the other is the politician who finds the easy road to maintenance of power that of the promise of security."

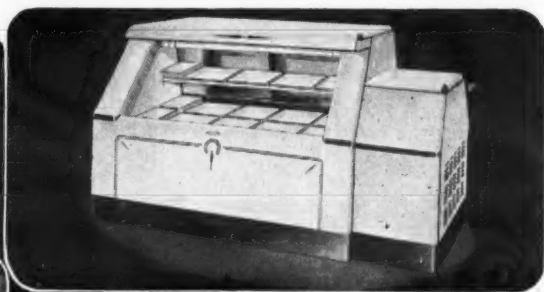
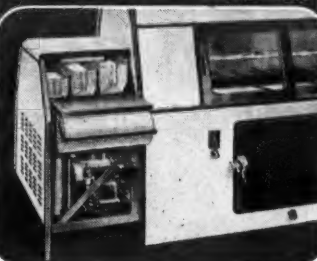
"What we have to learn is that there is no long-time security without incentive and initiative. For a continuance of achievement in our western civilization we must strike a balance between the two policies. We are like an army with new territory ahead of us. If it is unwise to extend the front line too rapidly lest our communications be cut off from the rear and our army destroyed, it is equally unwise to go into a permanently fortified encampment in our present location. This is not a good place to stop."

"In view of the physical, technical, and human possibilities ahead of us, it is a primary duty of government to bring about within the governmental field the conditions which foster a revival of initiative and enterprise. Our present need is not alone for security, but for incentive."

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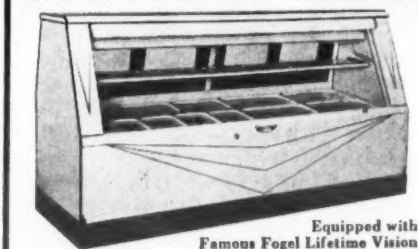
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